

# Southern HARDWARE

JUNE, 1951

Including THE SOUTHERN FARM EQUIPMENT SECTION



WHEN popular brands are not as plentiful because of economic conditions and material shortages it is only natural to buy "substitutes or off brands" if available.

In some cases during the past emergency this policy worked out very satisfactorily for wholesalers and dealers. In some instances, however, heavy losses resulted because the "off brands and substitutes" had to be sold at cost or lower in order to move them. What profits were made on some "off brand" items were wiped out or greatly reduced by the losses taken on those that would not sell readily.

Buyers and the consuming public have learned from past experience the real value of purchasing popular and well established branded goods. They will not be easy prey for "off brands or substitutes."



FREE BOOKLETS  
FOR STORE CLERKS  
INSTRUCTORS AND  
STUDENTS .....

Our booklet "How to Select, Use and Care for Bits" is widely used by Vocational Teachers and students in woodworking classes in high schools, colleges, veterans' training schools, etc. Write for a FREE copy for each of your clerks and the Vocational Instructor of the school in your neighborhood. All of them will appreciate this very informative booklet.

FREE FOLDERS  
PROMOTING YOUR  
INDEPENDENT  
HARDWARE STORE



We have prepared a small folder entitled "An Important Spot in Your Community" which promotes and advertises the Independent Hardware Store to the people of your community. It calls attention to the many services rendered by Independent Hardware Retailers. A quantity of these helpful folders will be sent to you FREE on request. Write for yours today — the supply is limited.

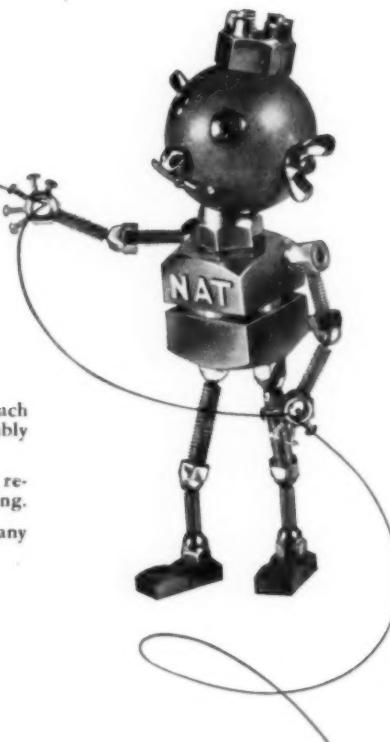
THE IRWIN TOOL COMPANY • WILMINGTON, OHIO

Filling fastener orders  
Is easy as flying a kite,  
With "Nat" on hand to help you  
To fill each order right!

"National" helps you with:

- Color-coded, easy-to-read, carton labels for each type of fastener—to make identification doubly easy.
- National Hardware Packing Plan—to permit re-shipping of less-than-case lots without repacking.
- The most complete fastener line made by any one manufacturer.

*"National" products include:*  
**HODELL CHAINS . . . CHESTER HOISTS**



---

**THE NATIONAL SCREW & MFG. COMPANY**

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave., Los Angeles 22, Cal.

# It's built husky!



"I told you we ought to put him behind Bethlehem Fence!"

*Farmers want a fence that's hog-tight and bull-strong! This advertisement is typical of our current campaign in farm magazines.*

A glance is enough to tell you that Bethlehem Fence is sturdy and well made in every detail. When your customers examine the smooth zinc coating, the strong hinge joints, the tough steel wires—they'll know it's a fence that will give them faithful service.

Bethlehem Fence goes up faster and lasts longer when it's installed with strong, easy-to-drive Bethlehem Fence Posts. Ask your jobber for information on Bethlehem Fence and the other quality steel products shown below.

#### BETHLEHEM STEEL COMPANY BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by  
Bethlehem Pacific Coast Steel Corporation, Export  
Distributor: Bethlehem Steel Export Corporation



BARBED WIRE



BALE TIES



AUTOMATIC  
BALER WIRE



NAILS AND STAPLES



FENCE POSTS



CLOTHES LINE

\* **Lowe Brothers Dealer**  
*attributes amazing growth  
to product acceptance  
and advertising*

What makes a paint business successful? Here's a typical Lowe Brothers Dealer who states that outstanding product *acceptance and aggressive advertising support* paved the way to his success with the Lowe Brothers line.

Today, this dealer's paint volume is 5 times what it was just a few short years ago. Most amazing is the fact that the volume of business he secures from his small community is greater than an average paint dealer might expect to secure in a shopping area four or five times larger.

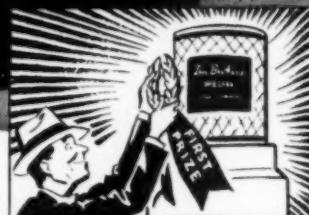
This dealer's rapid growth didn't "just happen." Overwhelming consumer preference for Lowe Brothers Paints, and proof of their satisfying results, have produced a great deal of profitable repeat business. The net result—greater sales with a minimum of sales effort.

Consumer acceptance of Lowe Brothers was brought about in this community by the dealer's use of Lowe Brothers excellent advertising materials and aggressive merchandising programs. It's the same story with Lowe Brothers dealers everywhere—a perfect combination of product *quality, packaging, advertising and consumer appeal* results in far more profit from paint. That's Lowe Brothers!

The Lowe Brothers Company • Dayton 2, Ohio

\* Name on  
request

**Lowe Brothers**  
PAINTS ★ VARNISHES



UNSURPASSED QUALITY



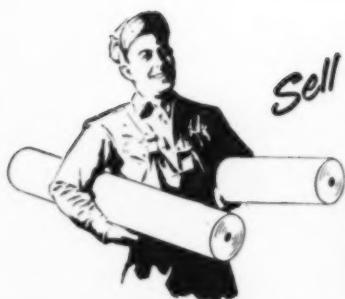
DISTINCTIVE PACKAGING



CONSISTENT ADVERTISING



CONSUMER APPEAL



Sell this insulation OVER THE COUNTER  
...each 15 lb. armload is 250 sq. ft.!

## REYNOLDS ALUMINUM REFLECTIVE INSULATION



Tack or staple it under rafters or over ceiling joists.



Bow it in between wall studs—perfect vapor barrier, too!



Great for farm buildings. Increases poultry and livestock production.



Display this 20" x 13"  
colored aluminum sign!

MAIL THIS  
COUPON!

Type B, aluminum on both sides. Type C, one side. Widths:

25", 33", 36".

PUT THIS  
BRIGHT ROLL  
ON DISPLAY!

Aluminum is required for planes and other military needs. Aluminum insulation is being steadily produced, but deliveries may lag behind orders. Get your order on your jobber's books now!

Reynolds Metals Company, Building Products Section,  
2026 South Ninth St., Louisville 1, Ky.

Please send full information on

Insulation     Gutters     Flashing     Nails

Name \_\_\_\_\_

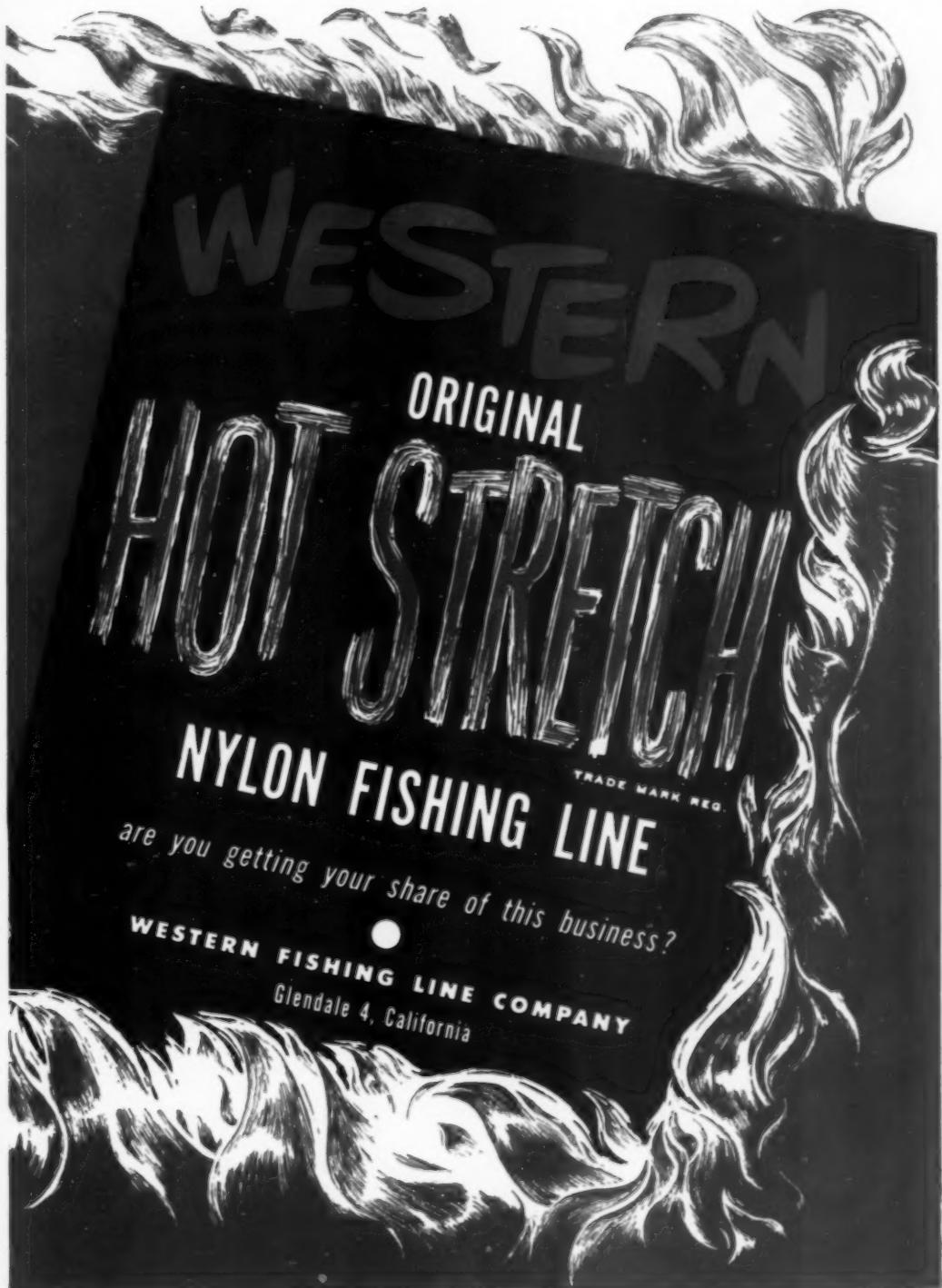
Address \_\_\_\_\_

# REYNOLDS ALUMINUM

WINDOWS • INSULATION • FLASHING • NAILS • WEATHERBOARD SIDING • CORRUGATED AND S-V CRIMP



**the  
hottest  
selling  
line in  
AMERICA**



**TOUGH AND TRUE TO SIZE!**

# Republic UPSON

## BRIGHT CAP SCREWS

From strong, wrench-fitting heads to clean, sharp threads, Republic Upson Headed and Threaded Products are *tough*...with the kind of toughness that takes heavy wrenching without slipping, stripping or shank failure. Over 20,000 shapes and sizes make Republic Upson a good source of supply for all standard bolt and nut needs. Why not make it yours?

### REPUBLIC STEEL CORPORATION

Bolt and Nut Division  
CLEVELAND, OHIO • GADSDEN, ALABAMA  
Export Department: Chrysler Building, New York 17, N. Y.



**Conservation again is on the march!**

Defense programs are rolling . . . creating heavy added demands on the nation's resources and manpower . . . calling for careful use of raw materials, implements, tools and supplies.

"Make it go farther" and "Make it last longer" have again become important watchwords. They apply both to tools and to the jobs or objects on which they are used.

Take files. The better they are, the longer they last and the more work they can do . . . hence the more steel is saved in meeting our country's file needs and the more things such files help to build or fix.

Makes sense, doesn't it? How can you, the hardwareman, do your part? (1) Sell good files. (2) Carry a conservative assortment of kinds and sizes to give purchasers the economy that comes from using *the reasonably right file for the job*. (3) Help customers on the proper use and care of files.

"FILE PHILOSOPHY," Nicholson's famous 48-page illustrated book, contains a store of information useful to hardware sales folks. Send for a copy (or more, if needed). Then—work closely with your hardware wholesaler toward maintaining a file stock that represents sound merchandising.

NICHOLSON FILE CO., 15 ACORN STREET

Providence 1, Rhode Island

(In Canada, Port Hope, Ont.)



**BLACK DIAMOND**  
**FILES** for every purpose

**"Bond purchases  
fill a continuing  
employee need . . ."**



**C. E. WILSON**

President, General Motors Corporation

*"Our Payroll Savings Plan, which was inaugurated pre-Pearl Harbor, has continued without interruption in war and peace. It is our experience that employees benefit personally as well as economically from such cultivation of the habit of thrift."*

In General Motors, employees have to date purchased more than \$841,000,000.00 maturity value of Bonds through the Payroll Savings Plan.

Inaugurated largely for patriotic reasons in August 1941, the plan proved so helpful in meeting an employee need that GM decided to continue it as a regular part of its employee program.

The experience of General Motors is paralleled by that of many other successful organizations. In upwards of 21,000 large companies today, more than 8,000,000 Americans are investing \$150,000,000 in U. S. Savings Bonds every month.

Every Payroll Savings Plan is of direct benefit to the country, the company, and the employee. It is the one way of insuring our strength as individuals and as a free people.

Employees want the Payroll Savings Plan. If you do not offer your people the plan . . . or if you have not made a person-to-person canvass recently—phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite

700, Washington Building, Washington, D. C. Your State Director will contact you to explain the simple pattern of the person-to-person canvass and supply you with application blanks, posters, pay envelope enclosures and other helpful material.

**Act now**—to help your employees, your company and the stability of the American economy.

**Recent increases in employee participation in the Payroll Savings Plan following person-to-person canvasses:**

Hotpoint, Inc., Chicago, from 8.7% to 96% of 9,000 employees... Standard Oil of Indiana (Illinois; 26,175 employees), from 32.3% to 79.1% . . . Kelly Springfield Company (Maryland; 2,000 employees), 46.8% to 83.3% . . . A. M. Byers Co. (2,500 employees), 26% to 91% . . . Crucible Steel Company (14,500 employees) reinstatement of plan, 65%. Consolidated Western Steel Corporation (California; 7,528 employees) 9.3% to 84.8% . . . Wisconsin Electric Power Co. (3,000 employees) 44.3% to 73%.

*The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, The Advertising Council and*

**SOUTHERN HARDWARE**



**FOR MORE PROFITS**

**SIRCO  
DISTRIBUTED  
PRODUCTS**

**SELL THE BEST**



SSirco Distributed Products are Nationally Advertised—  
successful merchandise that has a reputation for quality  
...products that satisfy your customers, bring them back  
for repeat business!

SSirco offers you generous profit margins coupled with  
completeness of line. Fifteen SSirco Warehouses give you  
*Overnight Delivery or Drive-in Pickup*, cutting inven-  
tory investment. Stock SSirco Distributed Products for  
bigger sales, higher profits! Write today for details!



*Manufacturers Distributors*

**SOUTHERN STATES  
IRON ROOFING COMPANY**

Savannah, Ga.  
Atlanta, Ga.  
Athens, Ga.  
Tampa, Fla.

Jacksonville, Fla.  
Hartford, Conn.  
Baltimore, Md.

Baltimore, Md.  
Baltimore, Md.  
Baltimore, Md.  
New Orleans, La.



You have to **SHOW 'EM**  
to get results

People aren't likely to "shop around" for dog chains. They'll go to the first store where they see them displayed, or remember seeing them in the past.

So why not get dog chains "out in front"—instead of in a back room or under the counter. Here's an attractive display hanger that's furnished complete with a 12-chain assortment of high quality Hodell Chains. Put one in your window or near the front of your store—where it can be seen by children as well as grown-ups. Then watch how fast these dog chains move.

Ask your jobber about this assortment, as well as the complete line of Hodell animal chains. Or write us for information.

# HODELL CHAIN

*Serves the Best*

Hodell Chain Company, Cleveland 3, Ohio  
Div. of National Screw & Mfg. Co.



Hodell Dog Chain Assortments  
come complete with 12 chains  
and attractive two-color metal  
display hanger, as illustrated.

KING HARDWARE'S

# ROYAL PAINTS

by Glidden

# KEEP CUSTOMERS SATISFIED!

REPEAT ORDERS  
BUILD MORE  
SALES AND  
PROFITS!

ROYAL  
OUTSIDE  
WHITE  
HOUSE  
PAINT



"TIME  
TESTED"  
BETTER  
THAN  
EVER

ASK YOUR KING HARDWARE SALESMAN  
ABOUT OTHER ROYAL PAINTS!

DISTRIBUTED BY



DISTRIBUTORS FOR  
**SPRED SATIN**  
Miracle Wall Paint

# KING HARDWARE COMPANY

490 MARIETTA ST.

ATLANTA, GA.

# SINCE 1915...

## First with housewives...

## First with dealers!



### Here's what the PYREX trade-mark means to YOU!

#### **1. Protected Profits**

Pyrex Ware is fair traded. In addition Pyrex Ware markups are better than average. This means your margin is protected—pays off with more dollars in your pocket!

#### **2. Uniform High Quality**

For over 35 years Corning Glass Works has maintained the world's largest laboratory devoted to research in glass. Constant improvement brought about by this research has resulted in products we can guarantee: any piece broken from oven use within two years will be replaced *free!* No other glass cooking ware is as resistant to thermal shock. Pyrex

Ware is the only glass cooking ware selected for the Good Design Exhibit.

#### **3. Extra-rapid Service**

Pyrex Ware is sold exclusively through strategically located distributors. This assures prompt delivery, easy stock maintenance, and allows rapid turnover. It means *more dollar profits for you!*

#### **4. Profitable Promotions**

Powerful national advertising stresses to your customers the variety and use advantages of the entire Pyrex line. Featured specials at bargain prices win new friends for Pyrex Ware and extra profits for you.

#### **5. Customer Preference**

Quality will tell—and the final judgment rests with the customer. Thus, beauty, convenience, and all-round top performance have made Pyrex a household word for 9 out of 10 American women. 4 out of 5 own some Pyrex Ware. Women ask for it by name. *Sell them what they want!*

**There's Only One Pyrex Ware  
—Look For The Name  
Stamped In The Glass**



**A Product of CORNING GLASS WORKS**

# STANLEY HAMMERS

**Sell easier...  
make profits  
for you!**

**More than 40 styles  
in a variety of sizes  
—for every striking need**

Perfectly balanced — light in the hand — Stanley Hammers are easy to work with . . . easy to sell. Look at these features —

**Special** analysis steel heads are drop-forged and "super-heat-treated" for extra strength.

**Live**, young hickory handles are "Evertite" processed and triple-wedged in tapered-eye socket for permanent tightness.

**Smooth**, eye appealing, polished finish.

**Exclusive** Stanley design puts full striking power into every swing . . . and the right balance for easy handling.

Designed with all these fast-selling features, Stanley Hammers are the favorites wherever hammers are used. And whatever hammers your customers need, Stanley makes them all. Keep a good supply of Stanley Hammers on your tool rack where customers can swing them . . . and sell themselves. Next time you call your jobber, order Stanley Hammers—it's a good way to insure complete satisfaction for customers . . . repeat sales—profits for you.

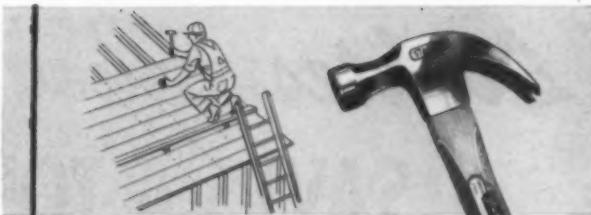
**Stanley Tools**  
New Britain, Connecticut

THE TOOL BOX OF THE WORLD

**STANLEY**

Reg. U.S. Pat. Off.

**HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL**



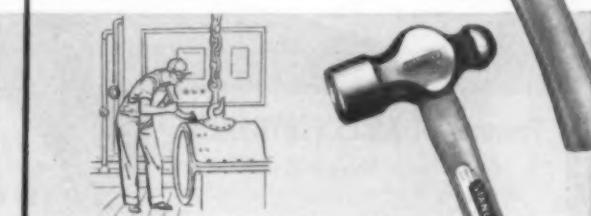
"100 PLUS" NAIL HAMMER

The Aristocrat of hammers for those who want the best. Exclusive design—extra driving and pulling power. Curved claw and semi-ripping pattern. Available in 13, 16 and 20 oz. sizes.



NO. 51½-16 OZ. NAIL HAMMER

All-purpose. Highly polished head with block neck. Curved claw—semi-ripping pattern. Available in 5, 7, 10, 13, and 20 oz. sizes.



NO. 312-24 OZ. BALL PEIN HAMMER

Rounded pein for spreading rivets, etc. Available in 13 sizes and in other styles with cross and straight pein.



NO. 602 MAGNETIC UPHOLSTERERS'

Forged from the finest magnetic steel for long magnetic life. 7 oz. size.

HAMMER

# Lightest Shovel Made!

## SAVES A TON A DAY

# AMES Featherlite

**FIGURE IT  
YOURSELF!**

Taylor's "Scientific  
Shoveling" shows 1/2  
lb. lighter shovel.

Saves lifting 2900 lbs.  
in a working day.

*Perfect Balance*

APPROXIMATE WEIGHT  
 $3\frac{1}{2}$  TO  $3\frac{3}{4}$  LBS.

### Features of AMES FEATHERLITE

1. Lighter... made from a High Carbon Steel Sheet. No heavy sections in socket or frog.
2. Strength comes from its Tubular Shaped Tempered Socket filled by handle driven in under great pressure.
3. Featherlite meets Railroad Track Shovel weight test of 200 pounds.

LIGHTER

STRONGER



*Ask Your Jobber*

FARMERSBURG, W. VA.      AMES BALDWIN WYOMING CO.      NORTH EASTON, MASS.



## A PERSONAL MESSAGE

From Richard H. Balch, President  
Horrocks-Ibbotson Company

### TO TACKLE DISTRIBUTORS:

So many of our salesmen and distributors have asked us about production and prices in fishing tackle for next season, that we thought a public statement was in order from H-I.

Everyone knows that the aluminum, copper-base alloy, steel and nickel restrictive orders issued by N.P.A. will eventually limit fishing tackle production. On the other hand production for the past six months has been very heavy and jobber and dealer inventories, in some cases, may be uncomfortably high.

Barring "all out" war we believe that fishing tackle in limited volume will be produced for 1952. In his recent report Charles E. Wilson stressed that "the maximum impact, as measured by requirements for raw materials, will occur early in 1952." Now these months are the peak of the production and shipping season for fishing tackle manufacturers. Many uncontrolled factors are working now to force higher prices, but the spendable income of the average American workman will remain high in spite of taxes and cut backs.

We do not believe that the inventory situation is sufficiently serious to counterbalance the forces of restricted production and higher costs. In fact we think that fishing tackle, and particularly H-I fishing tackle, is a "good buy" on today's market.

We are not making this statement to induce "scare" buying. H-I fishing tackle has been and always will be so reasonably priced and so well made that we don't need to scare people into buying it.

We are holding our annual sales convention as usual in midsummer, when we will introduce another outstanding line of fishing tackle for 1952. Our salesmen will go out in August. Our advice to our customers is to buy early. Prices may go up, they certainly will not go down, and production will be restricted.

Cordially yours,

*Richard H. Balch*



**HORROCKS-IBBOTSON CO.**

Utica, N.Y.

Manufacturers of the Largest Line  
of Fishing Tackle in the World



## There's more in this for you than meets the eye!

Think of all the sales of *other* products behind every box of RB&W fasteners!

RB&W bolts, nuts, screws and rivets are great hardware staples that constantly bring customers into your store and expose them to everything you sell.

In addition to boosting other product sales, RB&W fasteners are top sellers in their own right, as hardware sales figures prove. And they're one of the few profitable, fast-turnover items that you can stock in quantity

without worrying about style changes or damage. Thus, you keep time-consuming re-ordering to a minimum.

You keep handling to a minimum, too . . . thanks to RB&W's unique "upside-down" package that prevents spilling. This attractive red and green package stands out on your shelves . . . clearly-labelled to show in a jiffy the type and size you want.

For fasteners that move fast, order the complete RB&W quality line today.

*Available at leading Wholesale Hardware Distributors from Coast to Coast*

**RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY**

Plants at: Port Chester, N. Y., Coroopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Dallas, Oakland. Sales agents at: Portland, Seattle.



**106 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG**

*the*  
**SPOTLIGHT'S  
 on  
 JUSTRITE**

**NATIONAL  
 ADVERTISING!**

**11½ Million ads a month!**



**POINT OF  
 SALE  
 DISPLAY  
 MATERIAL**



**J U S T R I T E**

**Yellow-Flash 8**  
**MOST POWERFUL FLASHLIGHT MADE**  
**... with a Quarter Mile Beam!**



**LANTERN MODEL**  
 with stand. (#2198)  
 \$4.45 less batteries.



**HEADLIGHT MODEL**  
 (#1738) \$4.95 less batteries.

**HERE'S THE BRIGHTEST NEWS YOU'VE EVER HAD!**  
 The brand new, SUPER POWERFUL "Yellow Flash 8" is FULL of sales getting advantages — and EXTRA PROFITS for you! Imagine! A flashlight only 8" in overall length . . . yet it throws a beam 2,500 feet! It's compact, lightweight, and handy for all flashlight uses. Adjustable head, folding handles. Rustproof metal, highly polished chrome plate and yellow and gray enamel give it beauty as well as utility.

Uses eight standard flashlight batteries (MORE SALES for you), or 6-volt lantern battery for extra long economy service.

Year 'round national magazine advertising, tie-in point of sale display material and world wide acceptance of JUSTRITE PLUS the exclusive features of the new "Yellow Flash 8" mean increased sales for you!

**J U S T R I T E**

**MANUFACTURING CO.**  
 2061 N. SOUTHPORT AVE.  
 CHICAGO 14, ILL.

**IMMEDIATE DELIVERY from your jobber**

# Women who shop for security

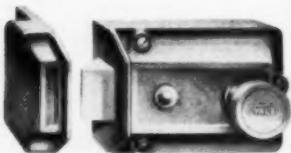
## buy **YALE**

**says O. H. PETERS, Pres.**

**H. L. PETERS, INC.**

**Buffalo, N. Y.**

"I've seen it happen in my store time after time. Women will usually want to see half a dozen different kinds of whatever they're shopping for except when it comes to buying extra security for their homes. Then they'll ask for a **YALE** night-latch—just like that. It seems that even the people who don't know much about hardware know that any **YALE** lock gives more security for the money."



**THE POPULAR  
YALE NIGHTLATCH #040**

Here's a best-seller in the outstanding **YALE** line of auxiliary locks. It's long on the **YALE** security features that help you make sales, and its all-around quality—as with any **YALE** lock—needs no selling. Ask your distributor's salesman about the complete profit story on **YALE** auxiliary locks! The Yale & Towne Manufacturing Co., Dept. S-166, Stamford, Conn. (In Canada, St. Catharines, Ont.)

YALE is a REG. T.M.

**YALE & TOWNE**



**Alcoa's tying a string  
around your customer's  
finger...**



**LIKE THIS!**



*Your lucky neighbor has  
**NON-STAINING  
ALUMINUM SCREENING***

She's sure to avoid ugly screen-stain—she has  
replaced the old screening with thrifty, long-lasting  
aluminum. Because tough aluminum screening is  
guarded against corrosion by an outer coating of  
special, corrosion-resistant Alcoa Aluminum Alloy.  
Alcoa and the screen weavers are co-operating on  
the rearmament program so you may not be able to  
get all the aluminum screening you need. Your  
dealer will do his best to supply you.

LOOK FOR THIS TAG on screening  
It's your assurance of quality, stain-free!



Nobody knows better than you—or Alcoa—that customers may not be able to get *all* the aluminum screening they want this year.

But we both know *some* will be available.

And we want to make sure your customers remember ALUMINUM as their best buy in premium screening.

That's why your best customers are now reading ads like this in *American Home*, *Better Homes & Gardens*, *Popular Science* and *Holland's*. Fifteen million copies of messages like this, this spring!

**ALUMINUM COMPANY OF AMERICA • 826F GULF BUILDING • PITTSBURGH 19, PA.**



*First in the Field*

## SAVAGE SALES CALENDAR

1951

JULY

1951

The name Stevens has meant accuracy, dependability and value to generations of ".22" shooters. That's why, when you stock and feature the complete Stevens line of tubular and clip magazine repeaters, auto-loaders and single shot ".22's," you're sure of *volume sales and top profits*. They're nationally advertised in July.

Here's why these Stevens ".22's" are recognized as "First in the Field" for value by shooters everywhere:

**ACTIONS**—Smooth operating bolt actions for fast loading and ejecting . . . strong, dependable mechanisms . . . convenient safeties at shooter's thumb. Choice of clip or tubular magazine models.

**BARRELS**—Precision rifled to "hit where you aim."

**STOCKS**—Handsome, walnut finished stocks. Designed for quick handling, proportioned for steady holding. Attractive black tip on fore-ends.

**SIGHTS**—Most Stevens (and Savage).22 rifles are now available with micro peep sights and hooded front sights. They're designated as "S" models.

**SAVAGE ARMS CORPORATION**

*Firearms Division*

Chicopee Falls, Mass.

**STEVENS MODEL 86**  
.22 Cal. Bolt Action  
Repeating Rifle  
Tubular Magazine



SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers

**STEVENS MODEL 84**  
.22 Cal. Bolt Action  
Repeating Rifle  
Detachable Clip Magazine



# You can sell prospects Quicker with STANLEY

Why put up with this when



garage doors can swing up  
like this



with STANLEY *Floating*  
DOOR EQUIPMENT

Why struggle with garage doors that sag, stick, squeak or hang in the wind? For years like *cent* you can easily convert old-fashioned swinging doors into the modern upward-acting type—with Stanley *Floating* Garage Door Equipment.

What a convenience to have a garage door that slams up and down—so easily a child can operate it. A twist of the handle—on Stanley Door Equipment does all the work. It does more—it makes the entrance *weather-tight* and smart-looking, adds to the value of your house.

If you are planning to build or modernize, find out about other

types of hardware. Stanley makes to beautify a home—landscaping, Cabinet Hardware for every room in the house, Black Ornamental Hardware for Early American, Spanish.

Modern settings: Sliding Door Interior Residential, Sliding Door Hardware for greater freedom of arrangement. Mail coupon today for the booklet you want.

\*Reg. U. S. Pat. Off.

**STANLEY**

Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • OVER

THE STANLEY WORKS, 102 Lake St., New Britain, Conn.

Please send booklet describing in detail the following  
Stanley Hardware products:

Cabinet Hardware

Hardware

Tools

Electric Tools

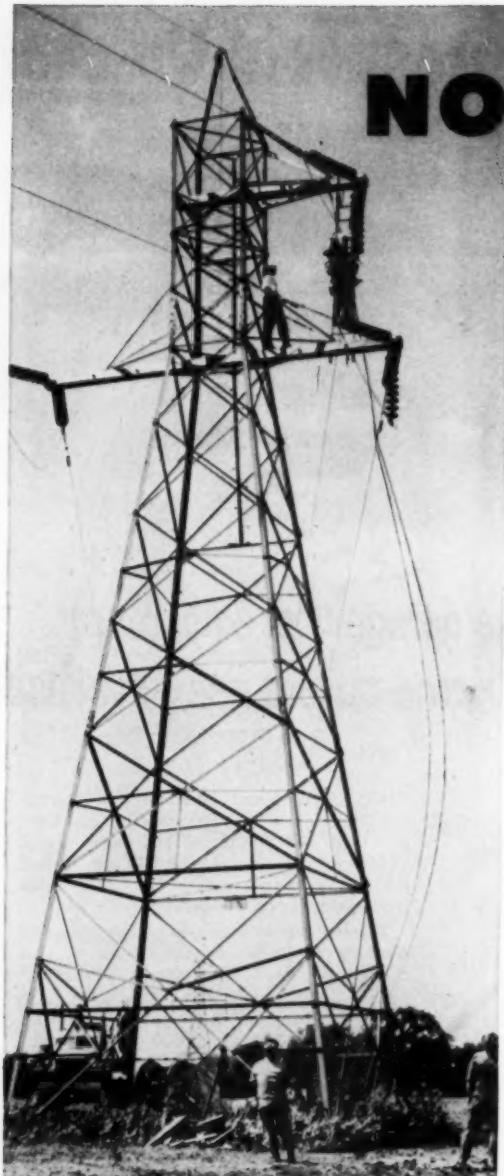
Steel Strapping

Steel

Other

Special

Other



# NOW!

... a profitable new market for you!  
... a safer rope for utility companies  
and linemen!

## New- **COLUMBIAN** Waterproofed **LINEMAN'S ROPE**

Far safer to use around high voltage  
wires in rainy weather because . . .

### ABSORBS LESS WATER!

Everybody knows that dry rope is a non-conductor. But during rainy weather rope can become dangerous to linemen. As it absorbs water it loses its resistance to conductivity . . . becomes an excellent conductor, capable of carrying deadly current. Columbian waterproofed Lineman's Rope absorbs much less moisture than any other rope! It's safer!

#### Water Absorption Test Proves Columbian's Superiority

	Percentage of Increase in Weight			
	Immersed 35 Min.	4 Hrs.	2 Hrs.	4 Hrs.
Non-Waterproofed Manila	29%	41%	24%	34%
No. 1 Waterproofed Manila	9%	19%	12%	15%
Columbian Lineman's Rope	4%	9%	5%	7%

Sell the lineman's rope that's safer!  
Contact your Columbian distributor—today.

**COLUMBIAN ROPE COMPANY**  
440-70 Genesee St., Auburn "The Cordage City," N. Y.



*Advertising in Farm & Ranch—  
Southern Agriculturist  
Saturates the South.. County by County*

**BECAUSE MORE SOUTHERN  
RURAL FAMILIES  
READ FARM & RANCH—  
SOUTHERN AGRICULTURIST  
THAN ANY OTHER MAGAZINE**

**CIRCULATION GUARANTEE**

**1,290,000**

*Farm & Ranch-Southern Agriculturist*

- Reaches a greater total purchasing power in the rural South than any other magazine...
- Its circulation is patterned to follow the pattern of farm income... county by county...
- And more farm and ranch families in your territory read it than any other magazine.

It's simple as A-B-C... advertising will produce the most results in the magazine that reaches the most people. Write, wire or phone for the number of Farm & Ranch-Southern Agriculturist subscribers in any Southern or Southwestern county. Compare these figures with those of the second farm publication—and you'll be convinced!



**FARM AND RANCH**  
**SOUTHERN  
AGRICULTURIST**

Farm and Ranch  
Publishing Co.  
318 Murfreesboro Road  
Nashville 10, Tenn.  
Telephone: 42-5511

*Farm and Ranch*

318 Murfreesboro Road  
Nashville 10, Tenn.  
Telephone: 42-5511

New York 17  
122 E. 42nd St.  
Murray Hill 5-6815

Chicago 1  
332 N. Michigan Ave.  
Dearborn 2-5182

Atlanta 3-  
410 Forsyth Bldg.  
Lamar 8811

Los Angeles 17  
Simpson-Kirby, Ltd.  
318 Halliburton Bldg.  
1709 W. 8th St.  
DUNkirk 8-1179

Dallas 2  
2027 W. Young St.  
Everside 11-81

San Francisco 3  
Simpson-Kirby, Ltd.  
814 Central Tower  
703 Market St.  
Douglas 2-4994



BRIDGEPORT,

# Remington Dealer Letter



CONN.

## REMINGTON 22 RIFLES GOING FAST AS SCHOOLS CLOSE

With thousands of prospective new shooters entering the market as schools close, the "500 Series" of Remington 22's is in heavy demand for vacation shooting. It seems that these handsome, low-cost rifles have a "plus" appeal for both youngsters and grown-ups.

An Ohio dealer explained it this way: "The one thing parents are most interested in is safety . . . and they can't miss the extra safety features of Models 510, 511 and 512."

He was, no doubt, thinking of the eye-catching red-dot firing indicator that shows at a glance when rifle is cocked, the stout thumb safety and the extra-safe construction, including enclosed bolt head and double locking lugs.

### FULL LINE

The "500 Series" includes a rifle for every taste. Model 510 is an ideal beginner's rifle. Single shot, bolt action, it offers maximum simplicity, sturdiness and safety. Model 511 is a 7-shot, bolt action repeater, featuring the Remington detachable box magazine. Model

## LONG AND SHORT OF IT

The customer is not ALWAYS right. Take the man who asks you to "wrap up a couple boxes of Longs." There's a good chance he really wants Long Rifle cartridges.

In any event, he's headed for disappointment if he doesn't know the difference between 22 cartridges.



512 is also a bolt action repeater, but with a tubular magazine holding 22 Short, 17 Long or 15 Long Rifle cartridges.

In addition to safe design, all three models have such advanced engineering features as double extractors, streamlined self-cocking bolt with double cams for easy cocking, and simple take-down.

You'll have a sure-fire appeal for the big end-of-school market if you display the Remington "500 Series" 22's. They are the best low-priced 22 rifles made.

Shorts are fine for short-range plinking. Longs are OK for intermediate shooting. And Long Rifle cartridges are best for target work and hunting.

At long range, a Short will hit lower than a Long. It's not intended for that kind of shooting. On a varmint hunt, Long Rifle cartridges are a must. They require the least elevation for range, deliver the heaviest load of lead.

Have your salesmen explain this whenever the order is for "Longs" or "22's." You'll make a better customer by selling exactly the kind of Remington 22 cartridge needed.

## OCD SPURS INTEREST IN SHOOTING

In major communities throughout the nation, new emphasis is being placed on marksmanship as auxiliary police corps are formed to supplement regular law enforcement agencies during the present emergency.

Organized under direction of the Office of Civil Defense, the auxiliary groups are already meeting in many cities and are expected to expand greatly during the next few months.

### ONE CITY'S PLAN

In a large Eastern city the men meet twice a week under direction of veteran Federal officers and retired Army and Navy officers who are volunteering their services.

The course of instruction will include training in the care of weapons and in marksmanship. According to officials of one city's auxiliary police corps, present plans call for the men to provide their own ammunition.

### INTEREST WILL LAST

It is expected that the interest in target shooting aroused by the new program will outlive the immediate emergency as many thousands of Americans learn the sport of shooting. Civil Defense officials report that many gun clubs are cooperating with offers of range facilities.



# Southern HARDWARE

**Hardware and Allied Lines—Farm Operating Equipment**

Vol. 120

June, 1951

No. 6

T. W. McALLISTER, Managing Director

RALPH E. KIRBY, Editor

SADA N. WILLIAMS, Assistant Editor

BARON CREAGER, Southwestern Editor

(1346 National City Bldg., Dallas, Texas)

O. A. SHARPLESS  
Business Manager

J. A. MOODY  
Production Manager

## CONTENTS

Washington News	27
Winning the Farm Dollar	29
Tool Rentals Pay Off	31
Extra Services	33
June is the Gift Month	35
Sell More Tools	36
Wholesaler's Retail Sales School	38
One Day in the Life of OPS	39
Manufacturers View CPR 22	41
Auxiliary Lines	43
Alabama Convention	44
Georgia-Florida Convention	46
Business Trends	56
Industry News	58
Wholesaler News	62
New Products and Sales Promotion Material	58

## FARM EQUIPMENT SECTION

Key to Sales	79
Shop Volume	80
A Forward Look	82
'Phone-Equipped Service Truck	84
Labor and Farm Machinery	86

ANNUAL SUBSCRIPTION—\$1.00

### Business Representatives

E. L. ROGERS, 290 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4950; J. C. COOK, 333 No. Michigan Blvd., Chicago, Ill., Phone: CE 6-4181; A. E. C. SMITH, 600 Caxton Blvd., Cleveland 15, Ohio, Phone: Cherry 1-7311; J. D. PARSONS, 182 Jerusalem Road, Belmont, Mass., Phone: Cohasset 4-0150; W. C. REED, P. O. Box 102, Gastonia, N. C., Phone: 7895; L. B. CHAFFEL, 427 W. 5th St., Los Angeles 13, Calif., Phone: Michigan 9849; GEORGE ISHERWOOD, 413 Alexander Ave., Drexel Hill, Pa., Phone: Clearbrook 9455.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

118 E. Crawford St., Dalton, Georgia, and Atlanta 5, Georgia

### ALL MAIL TO:

Editorial and Executive Offices

806 Peachtree St., N. E., Atlanta 5, Georgia

Publishers Also of

TEXTILE INDUSTRIES  
ELECTRICAL SOUTH  
SOUTHERN AUTOMOTIVE JOURNAL

SOUTHERN BUILDING SUPPLIES  
SOUTHERN POWER & INDUSTRY

W. J. ROOKE, President; R. P. SMITH, Executive Vice-President;  
T. W. McALLISTER, First Vice-President; E. W. O'Brien, Vice-  
President; A. E. C. SMITH, Vice-President; O. A.  
SHARPLESS, Treasurer; A. F. ROBERTS, Secretary

SEE FOR YOURSELF WHY  
ROYAL  
HEATERS SELL SO FAST!

## KOOL KABINET



MODEL 3030  
20,000 B.T.U.

The Kool Kabinet is one of the most popular heaters on the market today because it combines beauty with extra safety. Unique baffle arrangement directs heat out the front of heater at "chair level" while back, sides and top remain safely cool. Safe to place near drapes or furniture if adjusted to rated capacity. Baked-on enamel finish. Louvers Armclo aluminized steel. Also made in 40,000 B.T.U. size (Model #2040). AGA approved for Natural, Manufactured and LP Gas.

## ROYAL MAKES A FULL LINE OF THE FINEST GAS HEATERS

Royal Gas Logs are proven favorites because of their beauty and dependability. It takes a close look to tell them from real oak logs. 22,000 and 30,000 B.T.U. sizes. BA-17 Andirons shown are extra.



Write today for illustrated folder and name of your nearest Royal distributor.

## CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY

MAIN OFFICES: 105 DELMAR STREET  
CHATTANOOGA 6, TENNESSEE  
QUALITY... SINCE 1891



# J&L STEEL

**You'll have a smooth  
selling line When You Stock**



You don't have to read a book to learn how to win friends nowadays. With J&L Ware you'll have the smoothest line in the country, because the J&L Steel Barrel Company has applied J&L quality controlled methods of manufacture to the production of galvanized ware.

The result—a new line of popular utility items strongly built with sturdy corrugations and reinforcing bands, strong bails and handles with bail and handle ears securely fastened . . . all galvanized by the best quality controlled methods.

What's more, J&L Ware is priced right for the big volume market—the market that gives you the most profit and the quickest turnover.

## J & L STEEL BARREL COMPANY

*A Subsidiary of Jones & Laughlin Steel Corporation*

CHRYSLER BUILDING, NEW YORK, N.Y.

PLANTS: Bayonne, N.J. • Cleveland, Ohio • Philadelphia, Pa. • New Orleans, La.  
Atlanta, Ga. • Kansas City, Kansas • West Port Arthur, Texas • Toledo, Ohio

# Washington News

• • • • Orders, Regulations, Priorities

## New Regulation Governs Manufacturers' Prices

A FURTHER STEP in the government's over-all plan for price control was taken recently with the issuance of Ceiling Price Regulation 22, an order of the Office of Price Stabilization affecting manufacturers' prices. The regulation sets ceiling prices for many manufactured products at a pre-Korean War base, plus actual increases in materials costs through 1950 (later for some goods) and increases in factory payroll costs through March 15, 1951.

The base period is April 1 through June 24, 1950, or any one of the three preceding calendar quarters selected by the manufacturer. The ceiling price is the highest base period price of a commodity, with adjustments for factory payroll and materials cost increases.

CPR 22 applies to sales by all manufacturers in the U. S., including exporters, except sales at retail and sales of commodities especially exempted. Manufacturers having gross sales during the last fiscal year of less than \$250,000 have the option of remaining under the General Ceiling Price Regulation.

The products covered by this order include radio, refrigerators and other home appliances, housewares, rubber goods and many building materials.

In the case of any manufacturer who may have raised prices since the Korean war began above what would be justified by increases in materials and factory payrolls, the effect of this order will be to roll the manufacturers' prices back to pre-Korean war prices plus an adjustment to take care of the increases in costs of materials and factory payrolls that have been experienced since the war began. On the other hand, the order provides relief for those manufacturers whose prices under the General Ceiling Price Regulation are too

low to provide a fair margin because of increases in cost of materials and factory payrolls since the Korean conflict began.

The effective date of the CPR 22 was May 28, 1951. Any increases in prices resulting from the order will squeeze wholesalers who are still operating under the GCPR. It has been indicated, however, that a margin-type of price control, similar to CPR 7 for retailers, is being shaped to cover wholesale operations.

### Paint Brushes Reduced to 150 Types . . .

A REDUCTION (from 500 to 150) in the types of paint brushes now being manufactured has been ordered by the NPA because of the short supply of hog bristles, most of which normally come from China.

The amendment to Order M-18 limits the use of bristles longer than 2½ inches to certain brush types including painters' duster flat, duster round and plasterers' and whitewash brushes. The order also bans use of bristles longer

than 2½ inches in brushes and other products unless they contain 30 percent by weight of filling material.

### NPA Provides Relief in Steel Cutback . . .

TO ASSURE continued production of consumer durable goods in proportionate amounts for the civilian economy, the NPA has amended Order M-47 which originally, in reducing use of steel 20 percent in certain non-essential items, called for a product by product cutback. The amendment substitutes a new list of products enabling manufacturers to decide which group of related consumer durable products to cut back the required 20 percent. While 150 items still are specifically covered, they are listed in nine groups: household furniture, radio equipment, utensils, transportation equipment, miscellaneous and accessories.

### Ban on Nickel Use Hits Hardware Items

THE NPA has added a new list of products to those in which the use of nickel is prohibited. An amendment to Order M-14 lists such products as: fans, electric housewares, (Continued on page 48)

## Pricing Requirements under CPR 7

TO CLEAR up a widespread misconception among hardware retailers that all hardware items are affected by CPR 7, the Office of Price Stabilization recently emphasized that only those consumer durable goods sold in department stores and in certain departments of hardware stores, such as housewares, floor coverings, lawn furniture, sporting goods, utensils and galvanized ware, are affected by the regulation.

The general range of hard-

ware items such as nails, nuts and bolts, tools, shelf hardware and other items which are strictly "hardware" are not covered by the regulation and dealers are not required to list these items on their price charts. These items remain under the coverage of the General Ceiling Price Regulation.

Removal of hardware retailers from under CPR 7 was to be considered by the OPS in a committee meeting on May 15.



spiral wrapped  
single loop

## DIXISTEEL BALE TIES

*Ring the  
Bell!*



RING your cash register again and again this year with DIXISTEEL Bale Tie sales. There's a big profit in every bundle you sell and farmers are baling more hay and forage than ever before. So make your store headquarters for the bale ties Dixie farmers prefer—DIXISTEEL.

DIXISTEEL Bale Ties are easy to work, yet strong enough to withstand more strain than is ever brought to bear on them. The special Spiral Wrap keeps the bundle in perfect condition, stiffens it and makes it easy to handle. Ties do not become bent or tangled. The bundle is clearly tagged on the end to show the gauge and length of ties.

A complete range of DIXISTEEL Bale Ties is available.

Order now from your wholesaler and be ready for harvest time



ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA



Typical demonstration given by the Vaughn Hardware Company

## ***Their appliance demonstrations are***

THE STAGING of big, colorful demonstrations, aimed exclusively at farm wives, has helped James Miller, owner of Vaughn Hardware Company, Winchester, Tennessee, to sell a record volume of home freezers and other major appliances.

Miller last year won a manufacturer's regional home freezer sales contest, with a free trip to the factory and an impressive cash prize, as the result of his success in "selling the farm wife." During the contest, by dint of well-planned store demonstrations and attractive merchandising operations, he achieved such eye-opening feats as selling 25 home freezers in a period of only 30 days.

The Tennessee hardware man believes that the major objective in selling the farm market is that of "doing away with misunderstanding" which has often spoiled

opportunities for sales to the average farmer. Many farmers have expected too much of home freezer units, filling the boxes with carelessly butchered, unprotected fresh meat, and similarly unwrapped vegetables, only to find the foods spoiled, discolored, or otherwise unpalatable a bit later on.

Therefore, in order to let the farm wife know what she can expect from her home freezer, and the proper way of using it, Miller regularly stages three-day "open houses" which are concentrated for the most part on farm wives.

To invite women from surrounding counties to attend, he sends out

## **Winning the Farm Dollar**

**By Robert Latimer**

an average of 1,000 neatly-printed "invitation cards" which indicate that the recipient is a favored customer, and that this card is a highly-prized favor. At the same time, he runs large, impressive ads in three country journals, published in Winchester, and promotes demonstrations vigorously on a 15-minute daily newscast, which the store sponsors on the Winchester broadcasting station. The latter radio program, incidentally, is run spe-



As an additional means of promotion, the store consistently allot's ample window space for displaying home freezers

cifically for "the farm wife" with many society news items, gossip about local events, news of births, anniversaries, deaths, weddings, and other "homely" information which gives the program high audience appeal.

During each of his "open houses," Miller presents Miss Mary Gale, a home economist "loaned" by the TVA, who is an expert in getting across the advantages of home freezers to the average listener. Each open house is held in the Vaughan store's separate appliance store, which accommodates the usual package kitchen, automatic model laundry, and complete appliance displays. Each of these units is in operation for quick "on the floor" demonstration. Each home freezer shown on the floor, incidentally, is filled with actual food, including farm meats, fresh produce items, fish, etc., which Miller leaves in place month after month, to prove the low temperature refrigerating efficiency of the box.

Between 150 and 200 farm wives attend each of the demonstrations, filling out the usual registration card, for later follow-up by Miller and his salesmen. The demonstration is "100% business," since Miller has found he cannot hold the attention of the average woman for more than an hour. Therefore, during the one-hour show, Miss Gale carefully tells the story of low-temperature home refrigeration, cutting and wrapping meats for safe storage, likewise washing, tying and wrapping produce, etc.

As the open house goes along, each farm wife is invited to ask all the questions she wishes. Pointed out is the fact that berries, fruits, and other produce and vegetable items are available through use of the home freezer during the off-season, a fact which is usually misunderstood by the public.

Toward the end of the demonstration, which covers every possible question and aspect of home freezer use, complete details on operating cost, the amount of money which may be saved through home

freezer use on the farm, etc., are explained for the farm wife's benefit.

Miller sells at least one and often as many as five home freezers at each of his demonstrations. During the month following, two specialty salesmen, as well as the dealer himself, follow up on each of the women who attended the open house, "ringing doorbells" at farm homes, with the surety that a welcome awaits. The result has been one of the South's top home freezer volumes.

## **Comparative Display Spurs Their Sales of Refrigerators**

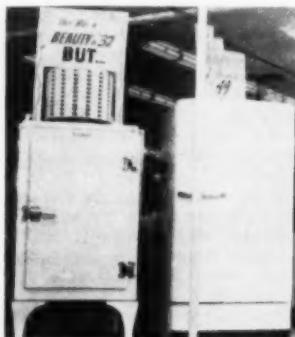
A CLEVER display which illustrates "at a glance" the strides developed in refrigerator

manufacturing, has been used year after year to boost major appliance sales at Central Hardware Company, Wellston, Missouri.

As shown in a typical display, the Central store "keeps its appliance department in the window," capitalizing upon 40 feet of window glass curving around the right front corner of the building to show a complete lineup of new home appliances.

In selling one of the Missouri city's largest appliance volumes, Central Hardware Company naturally accepts many trade-ins, which are sold off "as is" or reconditioned from a warehouse dock at the rear of the store. During all trade-in operations, however,

(Continued on page 50)





Careful checking of rental tools when they are returned helps avoid losses caused by damaged units. The salesman who accepts a deposit and checks out a unit must see the transaction through until the tool is returned.

By Hal M. Newsome

SHOULD scarcities in tools develop in the future, rentals of various items may be the hardware dealer's answer to supplying customers with their needs, as well as maintaining a margin of profit for the store.

The Mercer Hardware store of Miami, Florida, has realized a substantial boost in gross volume and a 30 percent increase in store traffic following the installation of a complete rental department three years ago.

"We can save you money! Don't buy an expensive tool, if you only need to use it once—Rent it! Why buy a 40-foot extension ladder at \$100 for occasional use, when you can rent it for \$2.50 a day, or \$1.50 for four hours? The same goes for 100 other carpenters', plumbers' and painters' tools we keep in first-

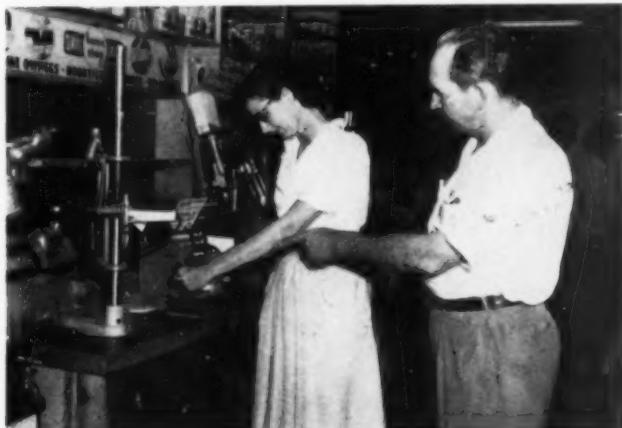
class shape for your convenience." This slogan and policy, plus intensive handbill, radio and newspaper advertising of tool rentals, has made the rental department a profitable operation for the store.

The rental tools include everything from hammers and axes to high-cost electric drills, saws, sanders, polishers, power lawn mowers, plumbing "snakes" and

surveyors' transits," said Owner Floyd M. Mercer. "Any item in demand is quickly added to the line, and the present inventory runs to about \$3,500.

"The project has earned a good

## *How they are making TOOL RENTALS Pay Off*



To assure success in tool rentals, Floyd Mercer believes it essential to help the customer select the right tool for the job in mind, above, and to instruct the customer in the use of the tool selected, left.

**DO YOU NEED A SNAKE?**

If Course You Do  
If Your Plumbing  
is Clogged Up!

RENT OUR  
130 FT. JOINTED  
SNAKE with Complete Attachments.  
Also Available —  
99 Other Rental Items.

PHONE  
4-1208

**MERCER**  
Hardware - Paint - Building Supplies  
2617 N.W. 7th STREET

In addition to handbills and radio advertising, Mercer runs ads similar to these regularly

**DON'T GO TO YOUR GRAVE... GO TO MERCER**

DON'T USE A FLIMSY LADDER  
RENT A MAGNESIUM 40 Foot Extension LADDER

MINIMUM RENTAL \$1.50

Stronger Than Steel, Lighter Than Aluminum, Also Available, 99 Other Rental Items

**MERCER**

return from the beginning, and it has enabled us to give a type of personal service impossible to match by other methods. After close observation of customers, I discovered that when a prospect inquired about a \$10 blowtorch, then said reluctantly that he couldn't afford it for use only once or twice, both the customer and the store suffered a short, sharp and significant defeat. We hadn't given him the only thing that would keep on bringing him back to us—service! Worse, we are associated in his mind with a certain measure of frustration.

"We reasoned that in a semi-residential neighborhood, there must be many small home-owners who need occasional tools, as well as other permanent hardware items. So we started renting a few used tools, and the idea grew fast. The increased traffic and sales soon justified the effort.

"Tool rentals is something you have to prepare for. It's a two-edged sword. You can lose good

"We worked out a legal form covering all the risky angles and specifying the exact rates for each listed tool for a 4-hour minimum, for one day, three days, and a week. For contractors, we usually don't charge for week-ends, though we may ask them to return the tool if it is requested by homeowners, who find week-ends one of the best times to do their jobs."

Unless a customer has an account or is well-known in the neighborhood, the store requires positive identification, and everyone is required to make a deposit on the item rented. Damage is absorbed ordinarily, unless it is serious or due to mis-use, and the store does not lose over two percent of the rental time from all causes combined.

An alphabetical rental sheet lists the value and deposits for each tool, as well as the specifications and rates.

The "biggest headache" in operating the rental department, Mercer pointed out, is the contractor with an established name who is inclined to be careless and indifferent about returning rented tools. However, these customers are forced to pay for the entire time the tool is used. Only about 10 percent of the rentals are made to contractors, who often need extra tools, but they account for

(Continued on page 34)

Power lawnmowers, a popular rental item at Mercer's, are displayed out front to catch the eye of passers-by. Besides being profitable in themselves, they lead to follow-up sales in other merchandise



**Profitable results  
from those**

## **EXTRA SERVICES**



A YEAR-ROUND merchandising program based on extra and unusual services, has been yielding a steady increase in business for Due's hardware store in Jasper, Texas. The store's desire to render good service is impressed upon the public constantly, and customers come from considerable distances to shop here because they like the firm's goods and services.

Delivery service, said Garland Due, owner, is one of the best means of making customers conscious of the store's willingness to please. "There are many advan-

tages in this service," he pointed out. "First, it prompts women customers to buy larger items. If the service were not available, they would either shop where it is offered, or else let their husbands purchase the bulky and heavy items. Second, it provides housewives a means of shopping without the bother of carrying their packages. As an added service, we also offer to deliver any other packages she may be carrying."

Another welcome merchandising feature the store offers is free telephone service for women custom-

In luggage, as well as other types of merchandise, sales personnel explain the details of various items, so that the customer will find them more useful when purchased

ers in the giftware department. A comfortable chair and matching table are provided, so that customers may rest while using the phone. Personnel in this department have noticed also that many customers call their friends from the store to tell them about a new shipment of merchandise that has been received. As a result, many additional sales are made because of this free telephone service.

Unlike many business establishments, Due's is willing to cash customers' checks, and any customer who is known to the office personnel may cash a check of any reasonable amount free of charge. This service is especially helpful to workers in several nearby plants which pay off on Saturday afternoons, after the local bank has closed.

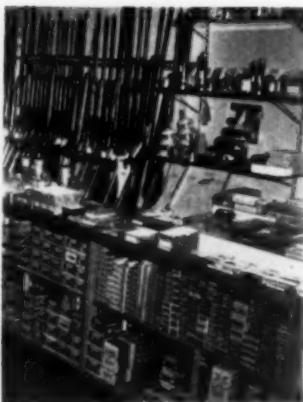
A soft drink machine, containing several different kinds of drinks, is available for customers at the rear of the store, and many customers are invited to have a free



Bulky items, such as trunks and suitcases, are displayed so that they require little space yet are convenient for shoppers to see and examine comfortably



Bolt and pipe fittings, neatly stacked in bins with a full description beneath each section, encourage self-service and browsing



Neat displays add to sales appeal of guns and ammunition

drink while browsing around the store.

Such services are offered willingly and in large number by Due's Hardware. And at the same time, merchandise is displayed and arranged in such a manner that shopping and browsing are made convenient for the customer.

Small merchandise, tools and household articles are placed on open displays, so that the shopper may automatically select the article wanted and take it over to one of the centrally located cash registers. All salespeople are paid on a commission basis to assure customers quick, polite service.

Located in the heart of the downtown shopping center, the large 70' x 135' store keeps every department on feature display 12 months of the year. "This way we treat every department as though it were our specialty," Due said. "This increases store traffic and sales for every department in the store.

"For example, a woman customer purchasing an item in the giftware department will pass at least one other department sharing the spotlight. The up-to-the-minute displays will interest her, and another sale will be made.

"We try to keep every department well-stocked with neat and interesting displays, so that each department will stand out and give the impression that it is on feature display."

Due pointed out that the store has been arranged with two major purposes in mind: "First, to make a cheerful, attractive interior with a selling message to both men and women; and, second, to make the fixtures fit the merchandise, so that every item is neatly displayed in the same space at all times. Under our new display system, nothing falls to the floor or sticks out into the aisles. Every item is tagged or marked, and every fixture was designed to display the merchandise now shown on it. Women customers especially like this neat and clean appearance."

The firm's advertising consists

mainly of one or two insertions in the local newspaper each week, and ads are designed to fit in with the new merchandising program. Local ads are run at the same time similar ads are carried in national publications. For example, if an ad appears in a popular magazine on a certain type radio, then the store will run its ad on the same radio at the same time. This procedure is used for luggage, refrigerators, irons, etc.

"We have offered extra services, arranged our fixtures to better display our merchandise, and advertised our various lines," Due said. "And the new merchandising program has helped us uncover a source of extra sales and profits that has resulted in a steady, year-round business."

## Tool Rentals Pay Off

(Continued from page 32)  
about 20 percent of the rental gross.

A skilled outside mechanic performs all maintenance work on tools at reasonable cost. When tools are scarce, they are repaired time after time; but normally they are sold as used tools and new ones are installed in the rental department. Late-model units serve as "silent salesmen" for the store's new tools, so that is another reason why only the best grade items are used for rentals.

It is considered part of the store's job to instruct customers tactfully, so that they will fully understand the problems involved in each project. "Naturally, to do this," Mercer said, "we have to have a man who is a sort of 'jack of all tools.' He has to talk the workman's language and meet these 'small-job' folks on their level. A technical knowledge of tools alone often is not enough to establish or confirm their friendship and our desire to serve."

Pre-selling the sales personnel on the importance of rentals is part of the plan, Mercer pointed out, for they must feel that rental of tools is a real help in building volume.

A fool-proof system for earmarking deposit money and keeping the records has been worked out. First, the stock is checked carefully, and the salesman makes a full record of who, what, when, and for how long the tool is rented. He puts this information with the deposit in a marked envelope in his private office.

(Continued on page 52)

**June Is the GIFT MONTH for**

# **Brides, Graduates and Father**

IN SAVANNAH, Ga., recipients of Dad's Day gifts, especially the sportsmen among the lot, more probably than not, receive their remembrances from Stubbs hardware store which each year features in window displays a special showing of sporting goods. There are gift suggestions for almost any given sport. Not shown here but available also are boats and motors.



WHEN GRADUATION time rolled around last year Bowen Brothers hardware store of Augusta, Ga., used this impressive window display as a means of getting its share of the springtime gift trade. There is something of interest here for almost every graduate—and brides as well. Drawn inside by the appeal of the window display, shoppers found in the fully departmentized store, complete selections of the gift suggestions featured in the window of this main street hardware business.



In the open displays of hand tools, brackets support six of each type. Platforms below the displays are used for seasonal merchandise such as fireplace fixtures in the winter, lawn mowers and garden tools in the spring and summer

By B. Miller

## ***Modernized, Open Displays***

# **SELL MORE TOOLS**

THE RECENT installation of 63 feet of open displays, each section brightly lighted with merchandise neatly arranged, has done more to increase sales volume for W. T. Weaver & Sons, Inc., Washington, D. C., than any other single feature used during the store's 60 years of operation. In fact, during the first two months in which open displays were used, the store realized a 40 percent increase in sales volume, and 1950 volume figures far exceeded those of 1949.

Bryce Weaver, president, is highly pleased with the substantial increase. "We have sold more 24-inch carpenter squares during the first month they were placed on open panels than we sold in any entire year previously," he pointed out. "People now can see what

our store has to offer. Formerly we kept our large stock open and available to customers to select from, but the modernization of displays has been of tremendous benefit to us in many ways."

Open displays now offer a precise, clean-cut, organized effect that compels the attention of every customer, especially those who remember the tall ladders, set against the walls, on which clerks once ran up and down to reach merchandise that was stocked under the 19-foot ceiling. Balconies three feet wide and 63 feet long

now run the length of the store, and shelves one foot deep conceal a wide stock of small items, such as screws and bolts.

On platforms a few inches above the floor and below the open displays, is seasonal merchandise: fireplace fittings in the winter, lawn mowers and garden tools in the spring and summer.

At the door, the customer is first confronted with clean panels of hand tool displays. Brackets support six each of hand saws, hammers, etc. Larger tools that are not likely to be stolen are displayed

A customer operates a portable saw in the electric tool department as Bryce Weaver, president of W. T. Weaver & Sons, Inc., looks on and makes suggestions. Stationary tools are displayed in the center. At extreme right a 2x2 foot panel of switches, brushes and brush caps provide replacement and repair parts for keeping machines operating. Note how stair-step arrangement of display permits dangling cards to be partially hidden from view



six each on hooks, while smaller items, such as socket wrenches and cold chisels, are displayed one each, with stock behind doors.

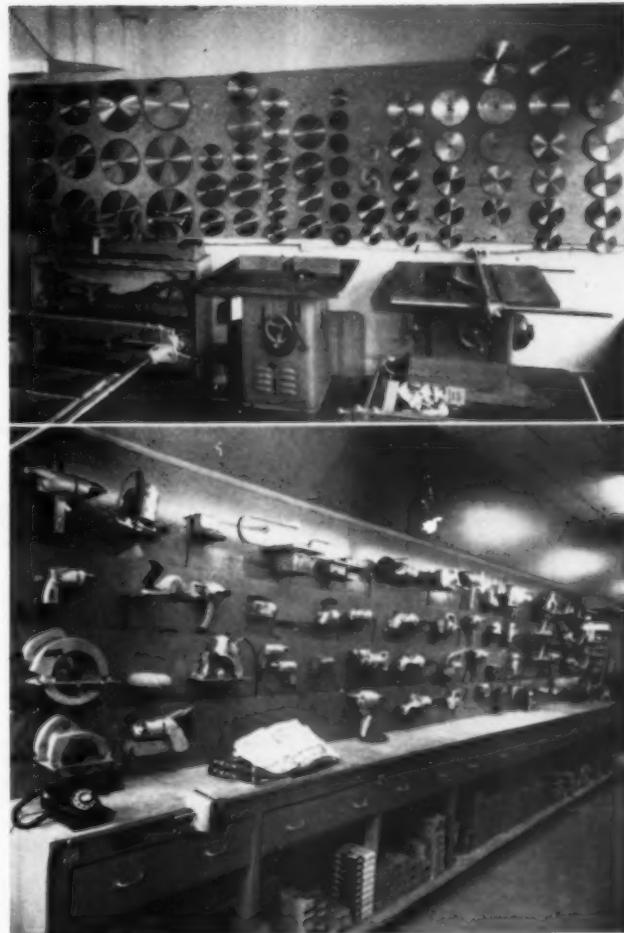
Thus, these items are held securely in place and clearly in view for easy selection by the customer—a convenience which has encouraged self-service. Behind the 2' x 4' panels are stocks of items shown on each display, eliminating all stooping and searching for merchandise. As a result, a sales transaction consumes much less time than it formerly did.

Weaver's carries a complete stock of electric tools, though limited to only a few preferred brands. Sufficient accessories and parts are on hand at all times also, so that a customer will not be inconvenienced by the delay of a special order.

Experimentation with many types of displays of electrical tools led Weaver's to adopt a most satisfactory stair-step arrangement of  $\frac{3}{4}$ " plywood with 2" spacing between each upright section. This opening permits the electric cord to drop behind the panel. Thus, the display avoids the cluttered appearance often caused by dangling cords. When electrical tools are removed from the panel, cords are readily available. Five electrical outlets at the bench permit customer operation of the tools.

On smaller tools, cords are held by clamps—an innovation which has helped reduce pilfering. A little manipulation is required to release the tools for demonstration—

(Continued on page 50)



Top: an open display of circular saw blades has stimulated sales since it encourages customers to serve themselves. Center: a stair-step arrangement of  $\frac{3}{4}$ " plywood with 2" spacing between each upright section was found to be most suitable for the electrical tool display. An opening beside each exhibit permits the electric cord to be dropped behind panel making the display neat and uncluttered. Left: a corner in the rear of the store showing the builders hardware department. Mirror at upper left affords the telephone operator a view of customers entering store

Corpus Christi Hardware salesmen and manufacturers' representatives at the dinner meeting. Approximately 150 retail dealers and salesmen were attracted to the two-day event. "How to sell" discussions were features of the program



## **Wholesaler Holds Third Annual**

APPROXIMATELY 150 retail dealers and salesmen, some of them from a distance of 240 miles, attended the third annual "College of Hardware Knowledge" of the Corpus Christi Hardware Co., March 26 and 27, at the Breakers hotel in Corpus Christi, to hear manufacturers' representatives and others discuss the fine points of selling various products shown.

On the three occasions on which this "college" has been conducted it has proved so popular with retailers that now it has been decided to make the event annual, according to Joe F. Wood, manager of the company's hardware division.

Each year in the past manufacturers have eagerly accepted invitations to display their products

## **Retail Sales School**

and send their representatives. Although manufacturers who first appeared are anxious to return, the invitation is being rotated among those who supply the Corpus Christi Hardware Company.

This year displays and representatives were on hand for Henry Disston and Sons, Hemp and Company, General Electric Co., Fayette R. Plumb, Inc., Black and Decker Manufacturing Co., Corning Glass Works and Reo Motors. Dennis Rollins and Joe McCullough, of the wholesale firm, discussed the sale of rifles and scopes and a representative of the National Retail

Hardware Association discussed store planning.

With the theory that more sales are made by those who know most about products, the "college" has customarily been conducted on Monday and Tuesday with most of the working hours consumed by discussions on "how to sell." Attending dealers and salesmen engage their own hotel rooms for the one night and pay for their own breakfasts, but are guests twice at lunch and for dinner the first evening.

The "college" is preceded by a  
(Continued on page 52)



Retailers and their salesmen hear a manufacturer's representative point out the selling points of glassware

The invitation to manufacturers to participate is being rotated among those who supply the Texas company

# One Day in the Life of OPS

ALL MERCHANTISERS of consumer durable goods will no doubt heave a sigh of profound relief as they learn of a recent decision made by the Office of Price Stabilization to relieve the troubled situation under price control.

This momentous decision is reflected in the issuance of a formal regulation — General Overriding Regulation 5—which exempts certain consumer durable goods from any ceiling price regulations imposed by the OPS. What are the commodities thus affected? Sphygmo-oscillometers. (In the language of the layman, these are devices for measuring blood pressure.)

The reason for this action is not too clear. But it seems logical to believe that since OPS came into the picture there has been such a tremendous increase in the demand for sphygmo-oscillometers that it now seems inadvisable to try to control their prices.

Then in the same mail which brought this weighty announcement, along with copies of many new OPS regulations, interpretations and news releases, there was another noteworthy item. It related to the first meeting in Washington of the Feather and Down Industry Committee.

The eleven members of this industry committee are widely scattered—in such cities as Brooklyn, Chicago, St. Louis and San Francisco. Yet in response to a patriotic impulse to aid in the defense effort, they hastened to Washington for a conference of such great national concern that it was attended by three government economists and a legal adviser, in addition to five OPS officials.

As explained in a 2-page OPS news release relating to this momentous conference, the industry committee "seeks a clear-cut official ruling as to whether or not water fowl feathers and down are considered an agricultural product. Some members stated they understand that land fowl feathers and

down, such as chicken and turkey feathers, are considered an agricultural product, but that water fowl feathers, such as duck and goose feathers, are not."

Apparently the troubled members of the Feather and Down Industry Committee had to wend their respective ways homeward without the desired clear-cut decision on this weighty problem. But we understand it will be the subject of later conferences among government economists and legal advisers, who will thus make valiant efforts to earn their respective portions of our increased 1951 tax dollar.

In the same bulky mailing of OPS regulations and news releases received the day this is written, we note another breath-taking announcement headed in caps. FOR IMMEDIATE RELEASE. It relates to the solemn assembly in

Washington of the members of the Rubber Sundries Industry Advisory Committee, who gathered there to contribute their bit in the present national emergency.

Among the important items on the agenda of the meeting of this industry committee with six OPS officials was the problem of whether baby pants should be covered by the general regulation relating to rubber sundries. It was pointed out, says the news release, that perhaps this product might logically be classified as clothing. But, "recommendations were withheld pending further study," says the government report.

After all, how could we expect our conscientious and underpaid public servants to decide such a momentous question in a conference limited to a few brief hours?

Then we note convincing evidence of a sympathetic under-



Regulation 7 is a "simple, clear, unambiguous" regulation of some 30,000 words

standing of business men's problems on the part of the OPS high command, in the news that the effective date of Ceiling Price Regulation 7 has been postponed still another 30 days.

For the benefit of any who may not recall just what No. 7 is, we hasten to explain that this is the simple little regulation covering much of the "soft goods" lines sold by department and clothing stores—but which in early April was expanded to cover many "hard goods" lines also, such as luggage, sporting goods and housewares.

"It is of utmost importance that price regulations covering retail sales be clear, enforceable, and effective," says Regulation 7 in its introductory paragraphs. "For most firms are small, and need a type of price control that is clear, simple, unambiguous."

In this simple, clear, unambiguous phraseology, Regulation 7 then defines what sellers are covered as follows:

"(a) This regulation applies to

any seller whose sales of articles covered by this regulation to individual ultimate consumers constitute more than 10 percent of the merchandise covered by this regulation which he buys and sells in substantially the same form."

If after studying this gem of simplicity a merchant decides it applies to his operations, he then proceeds further with Regulation 7. It comprises 24 pages of fine print, and some 30,000 or more words are used in the effort to explain this "clear, simple" price control device, in which the merchandise covered is divided into several hundred different categories of products.

But apparently some thousands or tens of thousands of the merchants subject to No. 7 did not understand this clear, simple regulation—so the original effective date was postponed 30 days, and then it was postponed another month.

After referring to the difficulty of comprehending and operating

under such regulations as No. 7, we recently asked a top OPS official this question: "Would it not be much more practical, merely to operate under a general regulation, permitting on each category or item of merchandise, the same percentage or dollars-and-cents margin as in the base period? Or is it the purpose of price control to provide jobs for an army of accountants and lawyers?"

The official OPS answer, in part, was: "The control of prices in thousands of industries, on millions of products, is a complicated task. If a regulation is to be effective, it must be enforceable and this requires considerable detailing of what sellers may and may not do under it."

So the OPS continues to carry on the "detailing"—to the extent, we feel, that ultimately the whole price control structure may break down for the simple reason that Mr. DiSalle's organization is making price control too complicated a task.—T.W.M.

## The Effect of Price Control ...

### on a Retailer

**W**HEN writing to his representative in Congress, a Virginia hardware retailer protested the vast amount of detailed work imposed upon him by Amendment 2 to CPR 7, with the requirement that pricing charts be filed by May 30 on those items and lines covered by this regulation. The letter said:

"It is manifestly impossible for us, an average retailer of hardware and associated goods, to meet that deadline. We have thousands and thousands of items in our stock—so many that it takes from four to six weeks just to list the inventory and another month to figure it. That is a snap compared to what we must do now and the short period of time allowed."

"We must list the last invoice of every item coming under the regulation, etc., and do so in a very detailed manner requiring all kinds of calculations and computations. Can you imagine the job of finding the invoices for thousands of pieces of merchandise, some purchased in the last few months and many during the last five or six years, and have it done by May 30th and still have time to operate our business? We cannot

afford to hire specialized help if such people are available.

"Please be assured we want to do everything within our power to help a practical program for the good of our country. To comply with the regulation without using short cuts which would be evasive and not reflect the true facts would require a lot more time than that allowed us by the extension to May 30th. We just cannot do the impossible."

◆

### on a Wholesaler

**W**ITH reference to the "squeeze" being experienced under the General Ceiling Price Regulation, a well-known southern wholesale hardware executive writes SOUTHERN HARDWARE, in part, as follows:

"I think our firm is a typical small wholesale hardware distributor. We have some 8 or 10 people who spend a pretty good part of their time trying to see that our price structure is kept up to date. We use the full time of a couple of girls who do nothing but the typewriter work and the duplicating machine work incident to this job.

"In spite of this we find our-

selves frozen at prices below current figures for various reasons. In some cases manufacturers' prices just didn't have time to reach us between their date and the end of the base period. In other cases we just muffed putting new prices into effect until too late. In some cases we are actually selling goods at less than present invoice cost. Such a set-up can only last so long if the wholesaler is going to stay in the kind of business he is used to."

"To use specific examples, we are paying \$6.00 plus freight on a certain number of padlocks and selling them at \$6.00 f.o.b. our warehouse. We are paying \$8.10 plus freight on another and selling at \$8.00. Other numbers of this line are almost as bad. In this case the factory's price change was dated January 15; and, while we don't question the fact that it was mailed to us, we either didn't receive it or it was lost after it reached our office."

"Maybe some of the intellectuals who are running this d— thing in Washington can tell us the answer. But now that 3½ months have passed since the price freeze, I'm ready for the answer to be forthcoming."

**As Manufacturers View the**

## **EFFECTS OF CPR 22**

**T**HE PROBLEM of what effect CPR 22 might have on factory price schedules was causing much mental agitation among hardware distributors last month. For buyers naturally were reluctant to place orders for products which might be available at lower prices on and after May 28, the effective date of the new order.

CPR 22 is the manufacturers' price regulation covering most of the products sold through the hardware trade, which was issued on April 25. Some, perhaps many, "rollbacks" in prices were expected to follow. For the regulation places a ceiling on a manufacturer's prices equal to the pre-Korean level, plus adjustments for increases up to a certain date in factory payroll and material costs only; any other cost increases must be absorbed. On the other hand, the new ceiling prices might permit of price increases in some cases where manufacturers had been squeezed by the General Ceiling Price Regulation, under which their prices had been controlled previously. Or it probably would result in no price changes at all, on lines which had been subject to only conservative price advances since last June.

But the confusion among hardware distributors over the probable effects of CPR 22 was very mild compared to the situation in which many manufacturers found themselves as they struggled to apply to their individual price schedules, the rules set forth in this regulation. This was evident in the replies to an inquiry sent by SOUTHERN HARDWARE during the early part of May to a number of leading hardware manufacturers—most of whom simply replied to the effect that they had not yet been able to make a sufficiently careful analysis of pertinent cost factors to be able to give any definite answer.

Following is a typical reply, of mid-May:

**CPR 22 is the manufacturers' price regulation covering most of the products sold through the hardware trade. It places a ceiling on a manufacturer's prices equal to the pre-Korean level, plus adjustments for increases up to a certain date in factory payroll and material costs only. A complete summary of the new regulation appears on page 27**

"Just at this moment we are endeavoring to learn to just what extent CPR 22 will affect our products. . . . But until we work our way out of the maze of instructions and required reports we are not in position to render a quotable opinion of what we think of any one, or all, of these restraints and controls."

Typical of the response from many manufacturers to requests for information from their distributors was a letter sent out on May 9 by E. C. Atkins & Co. which stated frankly that, "It will be some time before we can complete the extensive recalculations required before we can know how this order will affect our prices." Meantime, it was explained that their policy would be to invoice all shipments at prices current at time of shipment, with no orders to be held up for future shipment, etc.

A manufacturer of prepared roofing, who did not wish to be quoted directly, replied that since prices of his company's products had "advanced modestly as compared with the prices of other building materials," he did not anticipate the necessity for any price rollbacks; and that, in fact, "CPR 22 may give us ceiling prices on some items somewhat above current prices."

"We are hopeful that the final date of May 28 for the filing of

prices may be extended, it being doubtful as to whether we can make all of the required calculations by the 28th," said this manufacturer.

Some others whose study of CPR 22 had already indicated that no price changes would be required on their products were willing to be quoted to that effect.

"A complete examination has been made on the effects of CPR 22 on our present prices and it has been determined that this new regulation will cause neither an increase nor a decrease in our prices published September 30, 1950," said Evald Gasstrom, vice-president of Eagle Rule Mfg. Corporation.

Similarly, a letter from George L. Lee, president of Red Devil Tools, said that so far as he could determine at that time, the new regulation would not require any changes in their prices, as they had been subject to only a very modest price increase. And he added:

"As an example, our first tool—the little Red Devil Glass Cutter—sells today at 34¢. We would have to go back about twenty years to discover that it then sold at 20¢ to 25¢. Obviously, the workmen are getting paid a lot more and the cost of gray iron and steel and boxes has gone up terrifically, so that no exorbitant profit or exorbitant cost would seem to be represented in the 34¢ price, and exactly the same

thing would apply to the dealer selling the tool and to the distributor distributing the tool.

"As you probably know, every time one of these new government regulations goes into effect, there is a lot of worrying and fretting and fussing, and all kinds of rumors. Personally, I do not believe the people in charge down there today have any desire to upset the hardware manufacturer or hardware wholesaler. I think what they are trying to do is to stop further price advances, and don't think that we standard hardware people should be quite so concerned, as things have always worked out all right in the long run, and probably will on CPR 22."

In the case of another tool manufacturer, Crescent Tool Co., there had been no price increase since last October, and that was a modest one; so it was not expected that CPR would require any changes in their price schedules. In fact, it was definitely stated that there would be no price rollbacks, in a letter sent out to the trade soon after the new regulation was issued. The letter said:

"When we made our last price advance October 28, 1950, we had in mind the Government's request that price advances be confined to actual increases in costs of labor, material, etc.

"A careful analysis of these costs showed that, reduced to percentage basis, they mounted to approximately 6%, and our prices were increased by that amount.

"We have made a careful study based on the methods prescribed by the Government Order CPR 22, and find that we are in compliance with the order; therefore, there will be no rollback of prices on Crescent Tools."

Also from Landers, Frary & Clark, well-known manufacturer of electric appliances and many other products sold through the hardware trade, comes the information that no price changes are expected to result from CPR 22. "All of our current schedules of prices are well within the limits of the new ceilings which we may establish under the new OPS regulation," says Bret C. Neece, vice-president of the company.

As soon as their accountants had completed the required computations, the company informed its customers that no price changes were expected, in a letter which said, in part: "We contemplate issuing new schedules of prices dated May 28th and it is expected

that these will show no changes whatsoever in our current prices."

But for many manufacturers, CPR 22 involved most troublesome problems of study of cost factors and effort to determine how it might be possible to operate in accordance with the requirements of the regulation. As an example of the difficulties faced by manufacturers who have paid premium prices for materials or incurred other extraordinary costs in the effort to supply their customer's needs, following is a portion of a letter from a prominent factory executive:

"The question posed in your letter is an unbelievably difficult one to answer at this early date. There still are a number of questions on Regulation No. 22 which no one in OPS is either ready or willing to answer. In an industry like ours, where so many, many thousands of items are involved, there just are not enough experienced cost accountants available to do the work even though the regulation were entirely clear. Personally, I am unwilling at this time to speculate on the final outcome.

"I am, however, perfectly willing to make a new prediction. Everyone is aware that there are a number of cost factors which may not be included in any re-computation of costs. There is one problem, however, which generally is not taken into full consideration.

"With steel in very critical short supply—and growing worse—no manufacturer under Regulation No. 22 is likely to be willing to absorb premium costs in his anxiety to try and find some way of taking care of his customers. A lot of foreign steel has been used by our industry and, obviously, at a substantial increase in cost. We,

in common with others, have purchased wire when it was available and rod was not and often have had to re-draw this wire in our own mills. We have bought other raw material from distant sources and paid transportation costs to our plants for a distance of as much as 3,000 miles in an effort to keep production machinery in operation and give employment to our skilled labor. These practices and many others will have to be discontinued under any system of rigid price control. Therefore, I feel that it may be said without contradiction that our industry product will become more and more difficult to obtain in the future and that, as a result, some temporary unemployment is most likely to result."

From another manufacturer, who does not wish to be quoted directly, comes the comment regarding CPR 22 that: "I find that this is so controversial that the only suggestion I can make is that it be completely redone and consideration be given to the tradition of the hardware business concerning mark-ups for the jobber and the dealer and then let competition take care of itself."

By the time this appears in print, CPR 22 will already have become effective—unless meantime the original effective date of May 25 has been extended—and more definite information will soon be forthcoming as to effect of the regulation on factory price schedules in general. But in view of the comments heard from hardware distributors early in the year about the many—and, in some cases, substantial—price advances which were being made by manufacturers in December and January, it would appear that some price "rollbacks" would be inevitable.

## National Hardware Show to Have Export Department

THE NATIONAL Hardware Show will have a special Export Department at the 1951 show, to be held October 8-12 at the Grand Central Palace in New York City.

Last year buyers from 33 countries visited the show and the management has stated that due to many requests for information from foreign countries, it was decided to expand the export facilities at the show to include a spe-

cial export registration booth complete with translation services, guides, etc.

Frank Yeager, managing director of the show, states that the 1951 show again will occupy all available floor space at Grand Central Palace. Arrangements have been made for storing shipping crates in outside warehouses so that all floor space may be utilized by exhibitors.

Using a city park to display playground equipment has created goodwill and helped increase sales of this auxiliary line for Van Brunt & Yon, Inc. The store's generous lay-away plan is stressed in periodic newspaper advertisements, as shown below.



## AUXILIARY LINES

***that require little space  
but yield added profits***

WHAT auxiliary lines can a retail hardware store profitably handle without infringing too much on floor space that is needed for regular lines?

That was a problem for Van Brunt & Yon, Inc., of Tallahassee, Florida, which wanted to augment its lines and profits, but was handicapped by an insufficient amount of floor space.

One of the new lines promoted by the company was durable type toys, such as playground equipment. It was impossible to provide the display space required for large pieces such as gymnasium sets, slides, etc., so Peyton L. Yon sold the first ones from a catalog and used those sales as a stepping stone to others. He sold gymnasium sets to two apartment projects in Tallahassee and to tourist courts. Two popular styles, some of which are carried in stock in the warehouse but not on the floor, retail at \$24.95 and \$39.95.

While trying to push sales of these items, Van Brunt & Yon, Inc. was favored by an unusual circumstance. Church groups asked for the loan of some of the equipment to use at children's parties in a city park. Peyton Yon not only loaned this equipment but

left it on display afterward in the park, so that prospective buyers could inspect it. This resulted in numerous sales. The store also offers to lay away such sets for Christmas gifts, in its newspaper advertisements.

When gymnasium sets or slides are sold, men from the store de-

liver them and set them up. Repairs also are made free for a certain period, but, as the equipment is sturdy, very little service work has been required.

While only two types of gymnasium sets are carried in warehouse stock, other types will be ordered for customers from the manufacturer's catalog. In fact, because of lack of adequate floor space, Van Brunt & Yon, Inc., is making a specialty of ordering various types of items that usually are not obtainable in the city. Beach tents are an item of this type. As Tallahassee is only 40 miles from the Gulf of Mexico beaches, beach equipment of various kinds is in demand during the bathing months.

Early in the 1950 season, Van Brunt & Yon added a small stock of beach umbrellas. A window display was created by bringing in a load of the white sand for which the Gulf beaches are noted, and substantial sales resulted. In fact, no

(Continued on page 54)

— YON'S —  
**Department Hardware Store**  
218 S. Adams St. Phone 18



WE WILL HOLD ANY  
**SWING SET or WHEEL GOODS**  
UNTIL PAID FOR

\$5.00 Down Holds This Merchandise  
For You at Present Prices.

Newly-elected officers of the Alabama association are, left to right: Jack Callaway, president; J. D. Bell, first vice president; W. L. Kline, second vice president, and Mrs. Euna G. Ramsey, secretary-treasurer



**I**F TAX-EXEMPT business co-operatives and other institutions were forced to pay federal taxes at the same rate as private industry and small businesses, the "astronomical national debt would be substantially reduced," Alabama retail hardware men were told at the 17th annual convention of the Alabama Retail Hardware Association, meeting in Mobile, April 23-25.

This contention was voiced at the opening session by Joseph F. Leopold of Dallas, Texas, representing the National Tax Equality Association. His address was a stinging denunciation of "tax-exemption of co-operatives and certain other favored institutions."

Mr. Leopold said, "This has been going on for a good many years, almost ever since the income tax first went into effect, as a matter of fact. Between 1916 and 1950, however, most of these exempt organizations have quite completely changed in scope and meaning."

Of the estimated 550 billion dollars in value of productive wealth of the United States, he said, more than 150 billion dollars, or 30 percent, is exempt from payment of income taxes. However, "the day of reckoning is coming soon," he pointed out. "The co-operatives themselves know it, though they are bending their backs in a final effort to keep as much of their exemption as possible—and to pay as little as possible toward the support of the great national defense program that we are embarking upon."

Other speakers at the first session included Glendon Hackney, *Hardware Retailer*, and Max Miller, production manager of Streeter Industries, Inc., Minneapolis, Minn., who spoke on modernization problems of the hardware retailer.

Ed Wilcoxon of Tuskegee, presi-

dent of the association, presided over the business sessions. Invocation was given by Dr. J. C. Frist, pastor of Government St. Presbyterian Church in Mobile, while Acting Mayor J. R. Mitternight welcomed the delegates to Mobile.

The afternoons of the two-convention days were set aside for visiting the many exhibition booths and a tour of Bellingrath Gardens on the second day.

"Price Controls As It Affects Hardware Men" was the topic of an address by Dr. A. R. Meadows, district director of the Birmingham Office of Price Stabilization. Dr. Meadows outlined and explained the latest information on price regulations.

The controls which have been placed upon hardware items, he said, were necessary, and though they may mean additional work for hardware dealers, they do have their advantages. He explained in detail the procedure for filing price lists required by the government from each individual dealer.

Miss Elva Dietz, State Distributive Education Instructor and Retailing Specialist, then explained to dealers that they are "An Unpaid Teacher in Your Store." In cooperation with Mrs. Euna G. Ramsey, secretary-treasurer of the Association, Miss Dietz has recently completed six weeks of training courses

for hardware dealers, both managers and clerks, in Birmingham.

Following the address by Miss Dietz, the association passed resolutions urging tax equality and economy in government expenditures, with no additional taxes to be levied.

Final speaker for the occasion was Colonel George O'Connell, midwestern sales manager for the Swing-A-Way Company, who headed nine departments of the Korean government during the American occupation at the close of World War II. Speaking at the annual banquet on the closing night of the convention, Colonel O'Connell's topic was "Who Was Occupied," also the title of a book-length satire of his army experiences soon to be released.

Newly-elected officers of the association are: Jack Callaway, Ensley, president; J. D. Bell, Clanton, first vice president; and W. L. Kline, Flomaton, second vice president. Mrs. Euna G. Ramsey was unanimously re-elected secretary-treasurer and received recognition for the outstanding work she has performed for the association during the past year.

Members of the Executive Committee are the three past presidents: E. L. Wilcoxon, Tuskegee; Paul Andrews, Jackson; and E. L. Crew, Anniston.

# the Connecting Link

## ...the Hardware Wholesaler's Salesman



*He's the real key man in the hardware trade  
for he represents manufacturers to dealers  
and dealers to manufacturers*

- You dealers depend on him for fast service when you need something. You expect him to have what you want when you want it—no matter if you turned him down the last two or three times he called. And most of the time he delivers.
- We expect him to keep you posted about our merchandise, our advertising and our sales helps. We expect him to give our wares a good sales talk even when you to try to brush him off. And he does a good job.
- Neither of us could get along without him unless we completely changed our way of doing business. You'd have to carry more stock and we'd have to multiply our inventories if it weren't for him and the wholesale house he represents. Without his services we and other manufacturers would have to put out many times as many sales representatives. The added cost would increase prices—the added time they'd take would put a heavy burden on you and they'd clutter up your store.

• • •

- Yes, the hardware wholesaler's salesman is a big help to both of us.

**ACCO**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,  
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



AMERICAN CHAIN DIVISION  
**AMERICAN CHAIN & CABLE**

In Business for Your Safety





**Officers of the Georgia association.** Left to right, front row: W. W. Howell, secretary-treasurer; C. E. Weir, president; R. W. Hatcher, vice president; and J. F. Rainier, retiring president. Back row: Hugh King, W. M. Flemister, directors; H. G. Teaford, W. A. Crawford, O. H. Williams, advisory committee; and J. F. Knapp, director

**Florida association officers.** Left to right, front row: W. W. Howell, secretary-treasurer; David Yon, president; Kenneth Hill, first vice president; and Ernest Sears, second vice president. Back row: Kingsley Harris, advisory committee; Andrew Stine, S. E. Barlett, directors; M. A. Carter and C. Eric Markham, members of the advisory committee

## Georgia - Florida Convention

**M**ORE THAN 300 delegates to the annual convention of the Florida Retail Hardware Association and the Georgia Retail Hardware Association met in Jacksonville, May 7-9, and gave consideration to some of the problems being experienced under government regulations and to the need for improving salesmanship on the retail level.

Two leading wholesalers, W. A. Parker, president of Beck & Gregg Hardware Co., Atlanta, and Luther R. Stein, Vice President and General Sales Manager, Belknap Hardware & Manufacturing Co., Louisville, Ky., gave detailed analyses of the regulations directly affecting the hardware trade, while a trio of speakers from the University of Florida described methods for improving retail salesmanship.

Leading off the opening day session, Joseph F. Leopold, a business counselor from Dallas, Texas, in his talk on "Your Tax-Free Competitors," stated that things have been happening in this country that "have not happened with the counsel of American businessmen." Taxation is the backbone of the major difficulty of this country, he said. He recounted how one-time, small tax-exempt agencies gradually have assumed big business proportions, yet still pay no taxes, while their commercial com-

petitors, such as retail hardware dealers, must be burdened with taxes.

Thirty percent of the productive wealth today is in the hands of tax-exempt agencies, he continued. "The citizen of 1951 had better get up on his hind legs and work at being a citizen or we'll lose this democracy of ours."

In his talk on "Buying for Today's Market," W. J. Sheely, of the national association, stated that in a confused market such as exists today, goods well bought are half sold. The job of buying, he said, is to anticipate the desires of customers and to have on hand the goods they want when they want them. He urged that dealers have goods available in a full range of prices and explained that dealers should strive to achieve at least a 3.5 percent turnover.

Opening the afternoon session on May 7, W. A. Parker, Beck & Gregg Hardware Company, Atlanta, Ga., spoke on "National Defence Act—Its Requirements on Hardware Retailers." Mr. Parker had prepared for the dealers a compilation of the government regulations affecting the hardware retailers. In pointing to the unclear nature of some of the orders, he advised caution in action upon them.

In his talk on "Confusion Unlimited," Luther R. Stein, Belknap Hardware and Manufacturing Co.,

Louisville, Ky., expressed the belief that promised price roll backs "probably never will materialize." A gradual creeping advance in prices probably will be the best that dealers and consumers can expect, he said.

He pointed out that envisioned shortages have not materialized, but that when defense production gets into full swing shortages will appear.

Business sessions on the convention's second day were in the nature of a retail sales clinic.

Discussing "Things People Want," William Emory, Professor of Marketing, University of Florida, stated that every businessman has the same problem—people. All economic activity must satisfy the customer, he said. Customers, he continued, want six things from a store: they want the store to have the goods; they want a fair price; they want atmosphere; they want neat, courteous salesmen; they want product knowledge, and they want goods properly demonstrated.

In his talk on this same subject, Dr. Frank Adams, Director of Extension Education for Business, University of Florida, stated that "we must adopt a more positive attitude towards sales training if we are to keep up with our productive capacity." He advised that dealers keep in mind that women

(Continued on page 54)

# LOCAL JOBBER STOCKS MAKE IT EASY TO SELL



## TENSION-tite\*

\*Trademark

### WINDOW SCREENS

DEALERS CARRY JUST  
THE FAST MOVING SIZES

TENSION-tite screens are made in all standard modular and fractional sizes . . . and are stocked by jobbers located in most areas. Carry the fast-moving sizes, and rely on your jobber for immediate service on fill-in stocks.

More than a million TENSION-tite aluminum screens are now in use. Are you getting your share of this attractive screen business?



PRESS DOWN      PUSH OUT  
For easy window washing



Exclusive  
GUIDE BAR  
SPEEDS INSTALLATION

Removable GUIDE BAR shows exactly where to place the five screws for a perfect fit. Only tool needed is a screw driver.

- ALL ALUMINUM!
- NO PAINTING—EVER!
- WON'T RUST OR STAIN
- INSTALLED FROM INSIDE WITHIN 5 MINUTES!
- COSTS LESS THAN OLD-TYPE SCREENS!
- MORE THAN A MILLION NOW IN USE!

### Lots of Merchandising Help

Your jobber is prepared to supply you with display material, models, folders, stickers, and other merchandising aids so that you can let your customers know that you carry popular TENSION-tite aluminum screens.



WRITE OR WIRE TODAY FOR NAME OF JOBBER IN YOUR AREA  
**RUDIGER - LANG CO.**

Factories in Berkeley, Calif., and Toccoa, Ga.  
2701 EIGHTH STREET, BERKELEY 10, CALIFORNIA

P. O. BOX 408, TOCCOA, GEORGIA

# SHORTAGES



it's always harder  
to get the **BEST!**

Did you ever notice how the most popular brand names are the first to disappear from retail shelves when certain products become "hard to get"? It's no secret that folks snap up the best-known brands first—and for obvious reasons.

Lamson & Sessions fastener products have always rated tops in popularity among hardware distributors and retailers. That's why today—despite the fact that we're operating at full capacity—Lamson bolts, nuts and screws are sometimes short in supply.

So, to all our valued distributors—and their dealers—we say "sorry"—we're doing the best we can. Lamson & Sessions is very loyal to its customers and you can depend on us giving you the best service possible. Keep demanding Lamson products. It's worth it to get the *best*!

## The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio  
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



## WASHINGTON NEWS

(Continued from page 27)

home cleaning equipment, home freezers, knives, bolts and washers, bicycle handlebars, sprockets and hubs.

The amendment was to be effective April 15.

### Ken Freedell to Head Hand Tool Group . . .

C. KENNETH FREDELL, general sales manager of Stanley Tools, Conn., has been loaned by the company to the Hand Tool Section of the National Production Authority for a three-month period. He will be in charge of the miscellaneous Hand Tool group and

will assist in setting up an organization to handle the problems that will arise during the coming months with regard to production of small tools.

Mr. Freedell is well-known in the hand tool industry and served with the War Production Board in Washington for an extensive period during World War II.

### Norman W. Foy Named to NPA Post . . .

THE APPOINTMENT of Norman W. Foy as Assistant Administrator to head the Metals and Minerals Bureau of the National Production Authority was announced recently by the NPA.

Mr. Foy, who is on leave from his post as General Manager of Sales for the Republic Steel Corporation, has been in the steel business all his adult life. The bureau he heads includes the Iron and Steel Division, Copper Division, Tin, Lead and Zinc Division and Miscellaneous Metals and Minerals Division.

The changes in industry division groupings under which Mr. Foy will operate will align the administrative structure of NPA to conform with established industrial organization and to make possible close working relationships between NPA officials and industry executives in carrying out the Controlled Materials Plan which will go into effect July 1.

*This name...*

MEANS THE  
FINEST IN  
PAINT BRUSHES



**BAKER BRUSH COMPANY** INC.

Manufacturers of the Finest Painting Tools

83 Grand Street, New York, N. Y.

BETTER MEASURE with **LUFKIN**

**LUFKIN 066 "RED END" RULE**  
gives you better measure  
with 7  
**BIG FEATURES!**

- Solid brass joints, rust-proof, smooth-working
- Solid brass strike plates prevent wear
- Patented lock joints reduce end play, maintain accuracy
- Sections of finest hardwood . . . straight grain, tough, flexible
- Most durable enamel finish, snow white
- Graduations both edges of both sides
- Wide range of markings available

No. 066 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

## Sell THE RULE WITH THE BRIGHT RED ENDS!

Preferred by carpenters and craftsmen everywhere . . . proven for their long life of accuracy . . . promoted honestly and consistently. You too, like thousands of other hardware dealers across the nation, can sell Lufkin "Red End" folding wood rules proudly and profitably!

120-A

SELL **LUFKIN** TAPES • RULES  
PRECISION TOOLS

THE LUFKIN RULE CO., SAGINAW, MICHIGAN  
132-138 LAFAYETTE STREET, NEW YORK CITY • BARRIE, ONTARIO

### Comparative Display of Refrigerators

(Continued from page 30)

sharp eye is kept for extremely old boxes in good condition which can be pressed into service as display props. These are then used for comparison with brand new refrigerators in the type of window display pictured.

As shown, a 1932 model refrigerator was shown in this window contrasted with a new 7 cubic foot model. A sign above the old box, with fancy floral scroll trim, and Gay Nineties lettering, read "This Was a Beauty in '32, BUT . . ." while on the new box, another sign was lettered "Cold & Beautiful." The effect of the display was to encourage owners of old fashioned refrigerators, still in good mechanical condition, to trade them in on a more eye appealing and streamlined modern box with its many improvements.

### Sell More Tools

(Continued from page 37)

just enough to attract a clerk's attention and invite his assistance.

Under each display, accessories are stocked for these electrical tools. It has proved worthwhile to have here a 2' x 2' display panel of switches, brushes and brush caps for various tools, for frequently a repair requires only a new item to keep a machine on the job.

Sales in abrasive and sanding discs have shown a marked increase since they have been displayed in special racks and bins. Held on metal rods extending out from the wall, the discs can be inspected easily by customers. Saw blades also are displayed openly, on a long panel, and sales volume on these items has increased considerably.

Weaver's offers instruction and encourages customers to operate the tools. Recently the store emphasized this practice through ads in the daily newspapers, stating, "Come in and operate the tools you will eventually buy." This policy has increased traffic in the contractors' supplies section.

"Though we have modernized our store, we did not go 'modern' in the sense of being fancy," said Weaver. "We think we still have the same friendly, informal store that we have always had a reputation for, and we welcome our customers in overalls and dungarees just as sincerely as we ever did."

# "SALESMEN" IN THE SKY

## T.C.I. News Round-up may be heard on these stations

WSM	Nashville
12:00 Noon	M-W-F
WSB	Atlanta
12:30 P.M.	M-W-F
WBT	Charlotte
12:15 P.M.	M-W-F
WMC	Memphis
12:00 Noon	T-Th
WWL	New Orleans
6:00 A.M.	M thru F
WBAP Dallas-Ft. Worth	
9:30 A.M.	W-F
WOAI	San Antonio
12:15 P.M.	M-W-F
KTBK	Shreveport,
12:30 P.M.	M thru F
KTRH	Houston
6:15 A.M.	F
WJJJ	Montgomery
6:15 A.M.	M thru F

● Supplementing the efforts of T.C.I. salesmen who call on jobbers and dealers, there are 10 T.C.I. "salesmen" who "ride the air waves" to help build business for the U-S-S Dealer. They are the 10 Farm News announcers who regularly visit the farmers in their areas via the Tennessee Coal, Iron and Railroad Company's *News Round-up*. These T.C.I. radio "salesmen" bring your customers up-to-date information about modern farming methods, labor-saving practices, profitable crops, and pasture improvements as well as current news about sales, auctions, prices and other timely facts that interest farmers.

Many of our T.C.I. radio "salesmen" are farm authorities in their own right and they have a wide acquaintance among the farmers in their own areas. They frequently attend Fairs, Auctions and other important gatherings, and occasionally broadcast the T.C.I. *News Round-up* directly from these affairs.

And, of course, these "salesmen" talk about American Fence and Tennessee V-Drain Roofing, and the part these top quality U-S-S Steel Products play in modern, profitable farming operations. On and off the air, T.C.I. radio "salesmen" are winning friends for the U-S-S Steel Products you sell.

Stations carrying the T.C.I. *News Round-up* are listed here. Listen to the program, and mention it to your customers. You'll find these radio programs are building good-will for the U-S-S Dealer. That means steady business in the years ahead.

## TENNESSEE COAL, IRON & RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM • CHARLOTTE • HOUSTON • JACKSONVILLE  
MEMPHIS • NEW ORLEANS • TULSA



## AMERICAN FENCE TENNESEAL V-Drain ROOFING

UNITED STATES STEEL

**HIT THE  
BULL'S-EYE  
WITH**

**Wickwire  
PRODUCTS**

With Wickwire hardware products you hit the bull's-eye every time in lasting customer satisfaction and profitable repeat business.

These fast-selling hardware items have gained outstanding preference because of their proved reputation for long-wearing, dependable service.

You make a better sale when you sell these popular and famous brands. You build customer good will... win friends who come back to buy again.



Clinton  
Net Mesh Netting



Miscellaneous Wire Brads & Nails

**WICKWIRE  
HARDWARE PRODUCTS**



A Product of the WICKWIRE SPENCER STEEL DIVISION OF THE COLORADO FUEL & IRON CORPORATION

In the East — WICKWIRE SPENCER STEEL DIVISION • 500 Fifth Avenue, New York 18, N. Y.

In the West — THE COLORADO FUEL AND IRON CORPORATION • Denver 2, Colorado

On the Pacific Coast — THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland 6, Calif.

### Retail Sales School

(Continued from page 38)

meeting of manufacturers' representatives in which the program and objectives are outlined and discussed by Oscar J. Koepke, secretary-treasurer of the Corpus Christi Hardware Co. He also welcomes dealers and salesmen to the college.

This year the wholesale firm provided a humorous speaker after lunch the first day and a sales speaker for the second day.

According to Wood and Koepke, the "College for Hardware Knowledge" has so thoroughly accomplished its purpose, namely, increased product knowledge among retailers and salesmen, that the Corpus Christi firm believes other wholesalers may want to adopt the idea. In that case, any assistance desired will be made available.

### Tool Rentals Pay Off

(Continued from page 34)

vate drawer in the cash register, and he alone is responsible for the deal. No one can accuse another salesman for any mix-up that might develop, and there is little chance for a "mistake" that might diminish customer goodwill and friendship.

The rental department is promoted the year-round by various means. "We figure that there are about 8,000 adult prospects within easy reach of our store, so our 5,000 copies of a large, 4-page tool handbook do not exhaust the possibilities in this direction. Radio ads in which the tools are described by 'Uncle Martin,' a radio character in somewhat humorous vein, also help. Our costs for this sometimes amount to \$140 a month, in the season. Then ads in the building-trades journals, and in the building-section of the Sunday newspapers, are keyed also to get a laugh and to leave a serious message of economy with the prospective customer.

"We get good return from advertising, and our ad budget this year will amount to three percent of our gross sales. It would pay us to spend even more, for we believe firmly in the independent hardware merchant letting the people know he is there to give special and personal service. Today, I believe, at least 500 more prospects pass through our doors every three months, since we installed the rental department."



*Photo by Ewing Galloway*

## Are you letting this power flow over the dam?

Every year American manufacturers of brand name goods back up their products with a powerful stream of advertising messages.

This advertising goes into magazines, newspapers, outdoor boards, transit space and radio and is read and listened to in every city and hamlet in the nation . . . creating immeasurable buying interests and desires.

Some retailers are astute enough to harness this tremendous power to their own sales turbines by letting it be known that the advertised brands can be had at their stores.

But others let this power flow over the dam without hitching their turbines to this mighty cataract . . . and miss a big opportunity.

They overlook the fact that the brand tide is on the rise everywhere and that the unknown product is becoming increasingly difficult to sell. During the war the American people had sad experiences with substitutes. They want no more.

But in addition to the fact that name products by famous makers outsell "unknowns" nine times out of ten, brand lines have other healthy effects

on your balance sheet. For example:

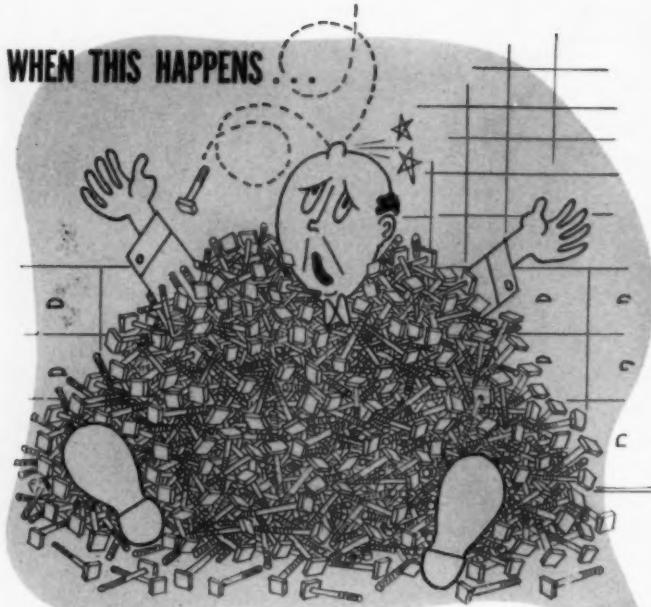
1. Pre-sold by maker's advertising, well-known brands require less sales effort in the store.
2. Repeat demand levels off inventories and results in fewer markdowns.
3. Manufacturers with investments in public good will are quick to make adjustments on unsatisfactory goods.
4. Famous brand names have more compelling display value in your windows, and bring people into your store.
5. Because honored brand names enjoy national prestige they supplement the merit of your own good name.
6. The manufacturer of widely advertised brands is equipped to assist you with nationally tested selling methods, developed through his nation-wide experience in many different localities.

Why let the store traffic that can be yours go down the street to other stores? Why waste the business building force of the advertising dynamo? Build a reputation as famous brand headquarters and ride the tide to greater volume.

*Brand Names Foundation*  
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 119 WEST 57TH STREET, NEW YORK 19, N.Y.

SOUTHERN HARDWARE for JUNE, 1951



**WHEN THIS HAPPENS...**

You need Quality Buffalo Bolts in  
**STRONG**  
 HANDY-PACK BOLT CARTONS



- Handy-Packs are made of tough corrugated board. They can be handled, shipped, stacked and even dropped without breaking.
- You get these superior cartons... and their equally superior contents... at no extra cost when you order Buffalo Bolts.

#### HANDY-PACK FEATURES

- Same price as 'ordinary' bolts in 'ordinary' cartons.
- Same carton quantities as always, same method of ordering.
- Cartons are re-shippable without tying or wrapping.
- Covers make durable open drawers for bolt cabinets.
- Can be ordered in carload or less-than-carload lots.

**Write** for circular on quantities and weights of Handy-Pack Cartons.

#### BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:  
 Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE ② PRODUCTS - BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



#### Georgia-Florida Convention

(Continued from page 46)

could be a source of store help if a severe manpower shortage should develop.

In a brief talk W. W. Howell, secretary for both associations, described plans for a hardware salesmanship course to be held at the University of Florida during the summer. The course, a week-long affair, is designed primarily for store salesmen, rather than for store owners, he said.

Closing the session, Dr. Frank Goodwin, Professor of Marketing, University of Florida, in his talk on "The Pot of Gold," cited the productive wealth of the nation, then urged that dealers use their organization as a fighting force to defeat security programs that promise something for nothing. He warned against the political fallacies that are being circulated throughout the country.

He declared that the exchange of free enterprise for security would wreck the American system not only economically but democratically. The roots of our democracy, he said, are in the free enterprise system.

Members of the Georgia association elected as their new officers: C. E. Weir, Douglas, president; R. W. Hatcher, Milledgeville, vice president; and directors, J. F. Knapp, Thomasville; H. L. King, Covington; Frank Hudson, Newnan; W. M. Flemister, Atlanta; H. G. Teaford, Americus and O. H. Williams, Brunswick.

New officers of the Florida association are: David Yon, Tallahassee, president; Kenneth Hill, Orlando, first vice president; Ernest Sears, Sarasota, second vice president; and directors, Fred Downing, Jacksonville; S. E. Bartlett, Vero Beach; W. O. Brady, Miami, and Andrew Stine, Sanford. Both associations voted to continue in office W. W. Howell, secretary-treasurer.



#### Auxiliary Lines

(Continued from page 43)

new item is put into the store's stock now without first being given a week's window display.

Other items which have been added in the past year include canvas awnings, hammocks and GI folding cots. All of these have justified the extra effort.



# Sell the Heater that Sells Itself!

*Hearth Glo*  
ROOM HEATERS



*Hearth Glo* ROOM HEATERS

JACKES-EVANS MFG. CO., ST. LOUIS 15, MO. A Complete Quality Line of Gas Heating Equipment

*Hearth Flo* CIRCULATORS

HEARTH GLO Room Heaters are smartly styled to attract the eye—quality-built to give years of satisfactory service—and so moderately priced that shoppers find them hard to resist.

MERCHANTS who stock and feature HEARTH GLO Heaters are building profits while they cultivate customer goodwill. Talk to your Jobber's Representative about HEARTH GLO Heaters NOW.

# BUSINESS TRENDS and PRICE CHANGES

## Supreme Court Decision Hits Fair Trade Laws

IN A 6-3 decision on May 21, the U. S. Supreme Court ruled that the state fair trade laws could not prevent price cutting by stores which had not signed price maintenance agreements.

These laws—which now have been enacted in all states but Texas, Missouri, Vermont, and the District of Columbia—state in effect that the manufacturer of a trade-marked or branded item may negotiate agreements with his distributors or dealers not to sell the item below the resale price set forth in such agreement. And they also say in effect that after one such agreement has been signed in the state, it thereupon becomes binding on all others selling that trade-marked item in the state.

Since it obviously would be difficult, if not impossible, for a manufacturer to obtain signed price maintenance agreements with each outlet selling his products, it has been the common practice to sign up only one or two retailers and wholesalers in each state, then notify the trade generally that such resale price agreements had now been signed and were binding on all sellers of the trade-marked item or line.

It is expected that the effect of the current Supreme Court decision will be to kill the state fair trade laws.

In addition to the individual laws in 45 states, there is a federal enabling law—the Miller-Tydings Act—which says in effect that where such price maintenance agreements are in accordance with the state fair trade laws, they may not be held in violation of the federal government's anti-trust laws.

Many hundreds of manufacturers have taken advantage of these fair trade laws to establish and

maintain the resale prices of their branded or trade-marked products, thus preventing chain stores and others from making cut-price "leaders" of such products. Apparently, some other means must now be found to prevent such price-cutting tactics.

### Hard Selling Measures Used to Boost Sales . . .

WITH AN EYE on their heavy inventories, retail dealers watched glumly the relatively slow movement of goods from their store shelves.

Even in the face of threatened shortages of most hard lines, consumers continue to buy cautiously, apparently still well-stocked as a result of heavy buying earlier in the year.

While consumer durables are in ample supply, the pattern of production for the remainder of the year now is becoming clear. Production of goods needed for defense is in a definite upswing while the trend in production of consumer goods is heading down. The curtailment of metals for consumer goods is beginning to be felt and if the restrictions are continued there is little question that there will be some shortages of goods once manufacturers' inventories are depleted.

To boost sales many department stores and other large retail outlets have resorted to aggressive promotional tactics—some with a prewar smack. Sales of appliances, embodying traffic building inducements such as tie-ins, have become general in the promotion of some lines.

While the inventory situation

poses a considerable problem, the situation could change swiftly, and manufacturers and distributors have warned dealers not to let inventories dip too low.

Meanwhile, prices, momentarily, are holding a steady plane, and OPS head Michael V. DiSalle has ventured the opinion that, barring a worsening in the international situation, prices should not rise more than two to three percent above the January price freeze level.

While some dealers fear a recession is in the making, government economists, noting rising consumer incomes, feel that rising sales are assured.

### Farm Income Rises in Southeast . . .

CASH FARM INCOME in the Southeast was 26.4 percent greater in the first two months of 1951 than for the comparable period in 1950, according to the Department of Agriculture.

Such income in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee in January and February of this year totalled \$393,775,000 compared with \$311,526,000 for the same two months of last year.

### Hardware Retailers Show Increase in Sales . . .

DESPITE SLOW SALES in other industries, sales of retail hardware stores showed up comparatively well as the first quarter of 1951 closed.

March sales were 28 percent above March 1950, well ahead of the national average increase of 10 percent for all retail dealers.

For the first three months of the year retail hardware sales were 38 percent above the corresponding period of a year ago and were 15 percent above February.

THIS BIG NAME IN THE  
HOUSEHOLD METALWARES BUSINESS

QUALITY HEAVY METALWARE

*DeLuxe*

SCHLUETER MFG. CO. ST. LOUIS, MO.

Means BIGGER Volume—BIGGER Profits—for YOU!



De Luxe is a complete line, including Galvanized Ware, Tinware, Colored Ware, Mop Pails, Garbage Pails, and Ash Cans. De Luxe Household Metalware is in demand because of high quality backed by National Advertising.

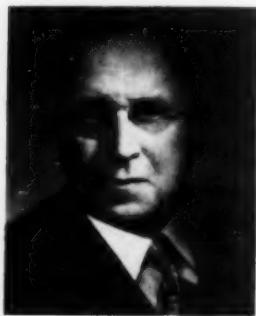
Be sure to stock, feature, and sell De Luxe Household Metalware. Talk to your Jobber's Representative about it now.

SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

# HARDWARE Industry NEWS

## S. Duncan Black, B&D President, Dies . . . .

S. Duncan Black, president of The Black & Decker Mfg. Co., Towson, Md., died suddenly on April 15 of a cerebral hemorrhage in Baltimore, Md. Co-founder of the firm with



**S. Duncan Black**

Alonzo G. Decker 40 years ago, Mr. Black had continued as the active head of the company until his death. He was 67 years of age.

## Ellis J. G. Phillips, Richards-Wilcox Executive, Dies . . . .

Ellis J. G. Phillips, 70, director of engineering for Richards-Wilcox Co., Aurora, Illinois, and an employee of



**Ellis J. G. Phillips**

that company for 52 years, was killed instantly April 8 in an automobile accident at Westby, Wisconsin. The accident occurred when Mr. Phillips, unable to see in the darkness, crashed into the rear of a heavy truck.

Mr. Phillips, who started with the Richards-Wilcox Company as a youth, was one of the two active members of the company who had been employed for 50 years or more. A member of the board of directors, he was known throughout the hardware industry. He was one of the founders and a past president of the Monorail Manufacturers Association and was vice president of the group at the time of his death. He was considered an expert on conveyor equipment and an authority on fire doors.

## Amann to Succeed Johnson As Y&T Division Manager

A. Charles Amann has been appointed general sales manager of the Stamford Division of The Yale &



**A. Charles Amann**

Towne Manufacturing Co., Stamford, Conn., succeeding Meade Johnson, according to Milo F. McCammon, general manager. Mr. Amann was formerly industrial sales manager.

In his new post, Mr. Amann will direct all sales of products manufactured at both the Stamford and Salem divisions. He joined Yale & Towne in 1949 as industrial sales manager, after a five-year association with the Illinois Lock Co., where as vice president he directed all trade and industrial sales.

## McManus and Elliott Return from Sweden

G. P. McManus and Ralph B. Elliott, salesmen and field technicians for Sandvik Saw & Tool, Division of Sandvik Steel, Inc., 47 Warren St., New York 7, N. Y., have returned



**G. P. McManus**

from an extended trip to Sweden, which began last March and ended May 17.

The two salesmen spent considerable time at Sandviken, Sweden, home of manufacturers of Sandvik Swedish bow saws and hand saws, and had an opportunity to study, from beginning to end, the manufacture of Sandvik Fish & Hook brand bow saws and hand saws. Also, they studied methods of bucking and felling pulpwood, etc.

Mr. McManus has called on the hardware trade for many years in



**Ralph B. Elliott**



# Eclipse

## HAND AND POWER MOWERS

Sell "years of  
unmatched performance"  
in an *Eclipse*

The value of an Eclipse has never been equalled. It is truly the World's Best

Lawn Mower. Sell your customers on investing in years of trouble-free, economical mowing perfection...and first cost becomes secondary. Point out the outstanding and exclusive features that make Eclipse the best buy in '51 and years to come. It's a sales clinching story no one else can tell.

**THE ECLIPSE LAWN MOWER CO.**

Division of Buffalo-Eclipse Corporation

2306 Railroad Street    Prophetstown, Illinois



Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



## ATLANTIC CITY - 1951

### 15th National Housewares and Home Appliance Manufacturers Exhibit

July 9-13  
Monday thru Friday

ATLANTIC CITY AUDITORIUM

ATLANTIC CITY  
NEW JERSEY

NATIONAL HOUSEWARES  
MANUFACTURERS ASSOCIATION

(Incorporated not-for-profit)  
1140 NICHOLSONIA MALL, CHICAGO 24, ILLINOIS  
Phone Elgin 7-3232

Louisiana, Arkansas, eastern Texas and adjacent territories; while Mr. Elliott covers the hardware trade in eastern Tennessee, Virginia, North Carolina and parts of South Carolina and Georgia, for Sandvik Saw & Tool.

### Brown Heads Delta Sales Promotion, Advertising .

Richard J. Brown has been appointed advertising and sales promotion manager of the Delta Power Tool Division of the Rockwell Manufacturing Co., Milwaukee, Wis. He will assume his new duties at the Milwaukee headquarters of the division on May 7.

A graduate of Purdue University, Mr. Brown previously had been director of advertising and sales promotion of the Crane Packing Co. of Chicago. Before joining Crane, he was assistant to the advertising manager of the building materials division of the Armstrong Cork Co.

### J. M. Thomas, Brown Stove Works Salesman, Retires .

J. Mack Thomas, formerly a representative of Brown Stove Works, Knoxville, Tenn., announces that he has retired from all business activities to manage his Mount Tucker Farm near Bristol, Tennessee.

Mr. Thomas first began selling stoves in 1912 for Knox Stove Works and remained with this company for 10 years, after which he joined Brown Stove Works. He has spent the last 28 years representing Brown stoves and ranges in North Carolina, Virginia and West Virginia.

Mr. Thomas now plans to devote his time to raising saddle horses, cattle, hogs, and other animals on his farm.

### National Housewares Show Space Already Sold Out .

For the ninth consecutive show, another "sold out" sign has been tacked onto the 15th National Housewares and Home Appliance Exhibit to be held July 9-13 in the boardwalk auditorium at Atlantic City, N. J., according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

The exhibit will contain products of more than 525 manufacturers, including 50 manufacturers who have never participated in an NHMA exhibit. Exhibitors will occupy more than 800 booths covering approximately 123,000 square feet of floor space, and an estimated 8,000 buyers are expected to attend.

Advance registration cards were mailed to more than 8,000 buyers.



NOW YOU CAN SELL

**STENMAN**

IMPORTED SWEDISH

## BUILDER'S HARDWARE

- ★ Prompt delivery from our warehouse stocks.
- ★ Complete range of sizes, styles and finishes.
- ★ Competitively priced with domestic lines.

Now you can sell a line of genuine imported Swedish Builder's Hardware at prices comparable with or lower than many domestic lines. They're made by the second largest manufacturer in the world—and what's more, you can get them now when you need them. All standard U.S. Specifications and packaging.

### BUTT HINGES



Ball bearing, regular, loose pin, ball or button tips, broad and narrow, reversibles—in complete sizes and finishes. All are produced with finest Swedish quality.

### LIGHT T and STRAP HINGES

Wrought steel in light styles, bright steel finish, made of finest Swedish cold rolled steel.



#### OTHER ITEMS INCLUDE:

Barn Bolts      Corner Irons  
Hinge Hasps      Corner Braces  
Safety Hasps      Handles  
Shelf Brackets      Window Bolts  
Spring Hinges

### GENSCO SWEDISH WOOD SCREWS



Flat head, oval head, round head styles. Steel in bright and blued finish, brass in plain finish. Standard packaging.

### WRITE FOR LITERATURE

#### OTHER GENSCO SWEDISH PRODUCTS:

WOOD and  
PLASTIC  
HAMMERS  
WOOD  
CHISELS



BUSHMAN BOW  
and PRUNING  
SCAFFOLD  
MORA HUNTING  
KNIVES

**GENSCO TOOL DIVISION**  
**GENERAL STEEL WAREHOUSE CO., INC.**  
1806 North Kostner Avenue • Chicago 39, Illinois

*Has Everything  
Women Go For!*

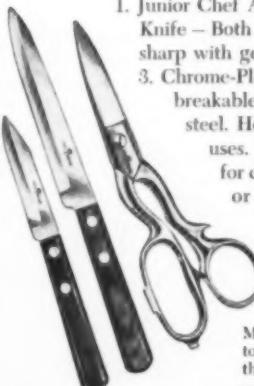


## The **BOKER** HANDY KITCHEN KIT

### Three "MOST USED" Kitchen Tools in a Handsome Walnut Wall Case

Women can't resist this combination:

1. Junior Chef All-purpose Knife. 2. Paring Knife — Both are hollow ground, razor sharp with genuine pakkawood handles.
3. Chrome-Plated Kitchen Shears of unbreakable, hot drop-forged crucible steel. Here's a tool with a hundred uses. Slip-proof, serrated edges for cutting vegetables, fish, fowl or meats. It's also a bottle opener, nut cracker, screw driver, tack hammer—all in one. Every woman wants it on sight.



Most JOBBERS are in a position to make immediate delivery of this fast-selling item. Order today — you'll make profits tomorrow!

Ask your Jobber, too, about the famous TREE BRAND line of Pocket Knives, Carving Sets, Gift Sets, Poultry and Kitchen Shears, Kitchen Sets, etc.

## H. BOKER & CO., INC.

Established 1837

Quality for over a Century

101 Duane Street

New York 7, N.Y.

WHEN YOUR CUSTOMER  
*asks* FOR THE BEST



...SELL

## CHANNELLOCK

Made only by CHAMPION DeARMENT

Channellock pliers are made by skilled craftsmen of a company known for nearly 3/4 of a century for its highest quality products. The outstanding features of Channellock pliers such as Low Weight, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers . . . help them select the Best . . . Hand them Channellock.

And remember, Only Champion DeArment makes Channellock. Send for Catalog D-3 today.

CHAMPION DeARMENT TOOL CO.  
Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most telephone directories under "Tools."



# WHOLESALE NEWS

### Passing of Wm. M. Parrish at Nashville, Tenn. . . . .

William M. Parrish, chairman of the board of Keith-Simmons Co., Inc., Nashville, Tenn., passed away at his home in Nashville on April 20, and the funeral services were held in Nashville the following day.

Mr. Parrish, who was 65 years of age at the time of his death, had been connected with the Keith-Simmons Co. for nearly a half century. He started with the company in 1902 as a stock room clerk at the age of 16. Subsequent rapid promotions brought him to the position of vice president and general sales manager of the company in 1928. In 1935 he was elected president of the company, succeeding the late Walter M. Keith, Sr., and held that position until 1946, when he was succeeded by A. L. Carr.

He was active in the affairs of the Southern Wholesale Hardware Association, having been a member of the executive committee for a number of years. In addition to his principal business activity, as head of one of the South's largest wholesale hardware houses, he was a director of the First American National Bank, of Nashville.

Surviving relatives include two



Wm. M. Parrish

daughters and two grandchildren, in addition to a sister and three brothers. Mrs. Parrish died some three years ago.

### Mrs. Gus Dittmar Dies In Waco, Texas . . . .

Mrs. Gus Dittmar, wife of the President of the Texas Wholesale Hardware Association, died last April



Guests of Remington Arms Co. for a fishing trip, this group is believed to have brought back the only sailfish caught by any delegate to the recent SWHA and AHMA joint convention in Palm Beach. They are: (1) C. A. Pitts, district manager for Remington Arms Co., Jacksonville, Fla.; (2) J. B. Yerkes, Florida Hardware Co., Jacksonville; (3) W. M. Teague, III, Teague Hardware Co., Montgomery, Ala.; (4) Mrs. W. M. Teague, III, who caught the 6 ft. 9 1/2 inch sailfish; (5) captain of "Harpoin" fishing boat; (6) Mrs. George K. Taylor, Jr., Atlanta, Ga.; (7) C. H. Jemison, Anniston Hardware Co., Anniston, Ala.; and (8) F. E. Morgan, eastern regional sales manager, Remington Arms Co., Bridgeport, Conn.

# Hinges



by  
GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



*Every DOOR NEEDS THREE!*

## GRIFFIN-

*Manufacturing Company*

ERIE • PENNSYLVANIA

### SALES OFFICES

45 Warren Street  
1639 Fargo Avenue  
9344 Woodward Avenue  
115 Broad Street  
(355) Market Street  
917 St. Charles Avenue  
200 North Charles Street  
4224 East 60th Street  
788 North President Street  
4638 Nichols Parkway  
2411 Garrison Boulevard  
1620 Garfield Street

New York 7, New York  
Chicago 26, Illinois  
Detroit, Michigan  
Boston, Massachusetts  
San Francisco 3, California  
Atlanta, Georgia  
Dallas, Texas  
Seattle, Washington  
Jackson 6, Mississippi  
Kansas City, Missouri  
Baltimore 18, Maryland  
Denver 4, Colorado

56 YEARS OF RELIABLE SERVICE TO SPORTING GOODS DEALERS

# Sutcliffe's

for  
**Nationally Advertised**  
**Guns - Shells**  
**Clothing**   
**Accessories** 



It's time to place your orders for the FALL HUNTING SEASON. For Outstanding leaders, all nationally Advertised Brands, place your order with Sutcliffe NOW.

### GUNS:

Remington  
Savage  
Winchester

Stevens  
Marlin  
Fox

Ithaca  
Mossberg  
Iver Johnson

### SHELLS:

Western . . . Remington  
Peters . . . Winchester

### CLOTHING:

Red Head . . . Drybak

### COMPLETE LINE OF ACCESSORIES

THE  
**SUTCLIFFE**  
COMPANY, INC.  
LOUISVILLE, KENTUCKY



**Make your store  
the Headquarters for  
Family Fun  
—with  
SOUTH BEND CROQUET!**



Be the source for all equipment connected with family fun! Tie in South Bend Croquet with displays of outdoor accessories. You'll benefit from the increased interest in yard activity promoted by this popular family game.

#### SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.  
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg. Co., Bend, Ind.  
So. Calif. & S. W.—Anderson Sales Company,  
730 W. 10th Place, Los Angeles 15, Calif.  
No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.  
Export—Affiliated Exporters, Inc., 10 East 34th Street, New York City

**SOUTH BEND TOY MFG. CO.  
SOUTH BEND 23, INDIANA**

**SOUTH BEND**  
*Croquet*



Expanded facilities of the Sullivan Hardware Co.

25, and interment services were conducted two days later in Houston, Texas.

Death occurred in Waco, Texas, home of the Dittmars, where Mr. Dittmar operates the San Antonio Machine and Supply Company.

#### Sullivan Co. Expands Spartanburg Facilities

Sullivan Hardware Co., with home offices in Anderson, S. C., recently completed expansion of its warehouse facilities at its Spartanburg, S. C. branch.

Completely fire-proof, the new warehouse addition measures 103 x 182 feet. With the former 75 x 188 foot warehouse, this gives 32,846 square feet of space, including 1068 square feet of dock space for rail loading and 1038 square feet for truck loading, garage space of 1200 square feet, and parking and driveway facilities of 7400 square feet. With this parking and driveway space, trucks can be loaded in the evening and stored in the garage for morning delivery.

All items suitable to such method of stacking are palletized. At present, 680 lin. ft. of pallet racking is in use, along with a total of 1,080 pallets. The merchandise is arranged on the floor and first level in the pallet racks, so that orders can be picked up

easily by the employee filling orders. On the end of each pallet rack are stock control cards for that particular section, for easy stock-taking while going down the line.

About 1,000 feet of metal and wood bins are used for shelf merchandise not adapted to pallet handling. This merchandise is arranged in catalog sequence also, and stock cards set up.

The new warehouse addition also includes 48 fluorescent lighting fixtures, a modern call system that connects strategic points in the warehouse to the offices, and a fork lift truck with long extension arms.

The Spartanburg branch was opened in 1918, expanded in 1929 and again recently. It now uses 14 employees, including four full-time outside salesmen Manager of the branch is R. B. Trogdon.

#### Williams Completes 50 Years with Belknap . . .

Charles R. Bottorff, president of Belknap Hardware & Manufacturing Co., Louisville 2, Ky., recently presented Merrill M. Williams with a gold watch in recognition of his 50 years of service with the company. Present for the occasion were officers of the company and members of the adjusting department.

Mr. Williams started with the company as errand boy and worked his

I'm sold on Swing-A-Way  
AND SO ARE MY CUSTOMERS!



SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

SOUTHERN HARDWARE for JUNE, 1951

# triple sales appeal

BY DRAPER-MAYNARD

TOP QUALITY • TOP DESIGN • TOP PROFITS

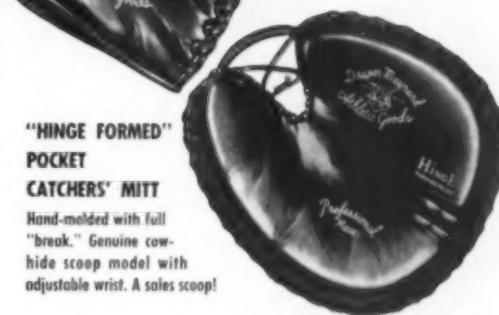
### "PICKPOCKET" FIELDERS' GLOVE

Three-finger Model,  
"Pre-formed" Pocket.  
Has received universal  
approval and acceptance.  
An outstanding value!



### "TRAPPER" MODEL BASEMEN'S MITT

"Trap Action" closes mitt  
automatically. A big hit from  
coast to coast!



### "HINGE FORMED" POCKET

### CATCHERS' MITT

Hand-molded with full  
"break." Genuine cow-  
hide scoop model with  
adjustable wrist. A sales scoop!

Sales resistance fades fast when you flash this "trio" by Draper-Maynard—for more than a century, makers of the famous "Lucky Dog Kind" of Sports Equipment! Order the complete DRAPER-MAYNARD line from your Wholesale Distributor right away.

**DRAPER-MAYNARD**

Made in U.S.A.

D & M TRADE MARK

**SPORTS EQUIPMENT**

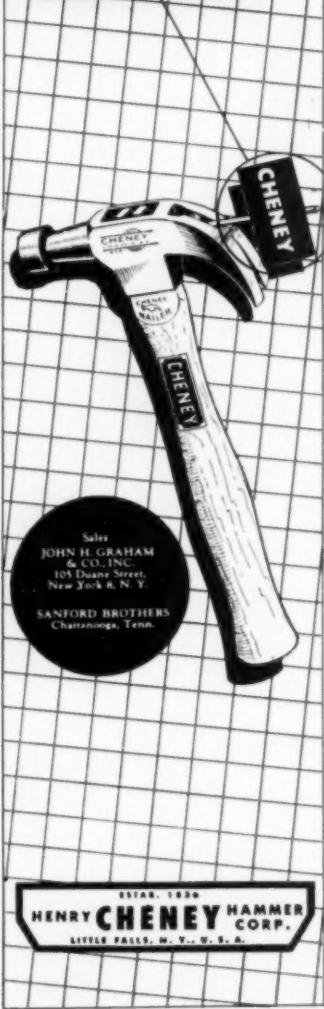
THE DRAPER-MAYNARD CO., Cincinnati 32, Ohio



# Cheney Nail Holding Hammers

**Mr. Dealer:**

...use this pennant



Merrill M. Williams, right, receives a gold watch from Chas. R. Bottorff, in recognition of his 50 years with Belknap

way up through the usual training jobs of wrapping packages, express order clerk, warehouse and office clerical jobs, and manager of the order checking department. He was then a claims adjuster and in 1918 was made manager of the claims department and the large and complicated general files of the company.

\*

## McGowin-Lyons Promotes George R. Brabner . . . .

George R. Brabner has been appointed manager of the builders hardware department by McGowin-Lyons Hardware & Supply Co., Mobile, Alabama, succeeding the late Owen Wing, Sr.

Mr. Brabner joined the McGowin-Lyons organization in October, 1936. He was first in the mailing department and later in the cost accounting department. In June, 1941, he entered the Army Air Force and served 18 months overseas during World War II.

Following his discharge in October, 1945, he returned to McGowin-Lyons and was assigned to the builders hardware department, where he served as order clerk and later as salesman. In January, 1949, he was

named assistant manager of the department and was promoted to manager following the death of Mr. Wing on March 24 of this year.



George R. Brabner

## H. Brackman Completes 50 Years of Service . . .

Henry Brackman recently completed 50 years of service with Keith-Simmons Co., Inc., of Nashville. He began work for the company on May 1st, 1901.

At an anniversary party held by Keith-Simmons Co., at a Nashville hotel on the evening of May 1st, Mr. Brackman was presented with a Hamilton watch in recognition of his 50 years of loyal service with the company. He is now vice president in charge of the hardware department, and is a director of the company.



Henry Brackman

## 133 Years on Canal Street

IN THE HARDWARE industry, which is made up so largely of old and firmly established businesses, it is feared that the well-known wholesale hardware house of Stauffer - Eshleman & Co. may be inclined to move around too frequently. For when they recently left their familiar quarters at 511 Canal Street, New Orleans, they gave up a location which this business had occupied for only a little

more than a hundred years.

Actually, Stauffer - Eshleman have moved from a Canal Street location twice in only a little more than 133 years. For the business had been carried on at the corner of Canal and Magazine streets for 33 years before it was moved, a little more than a century ago, to the second Canal Street location, the one the company vacated recently.

**SANSOM HOSE**  
GUARANTEE GREATER SALES

**Sell The Garden Hose**  
with the 10-Year guarantee!



- TOP-QUALITY BRAIDED HOSE
- WITHSTANDS ANY CITY PRESSURE
- PURE BRASS COUPLINGS
- LIGHTWEIGHT
- FLEXIBLE
- DURABLE

Pastel Green

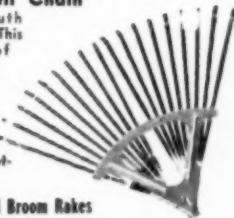
SOLD THROUGH  
RECOGNIZED JOBBERS AND  
DISTRIBUTORS ONLY  
F. O. B. PHILA.  
SAMPLES AND PRICES  
ON REQUEST

HANCOCK MANUFACTURING, Inc.  
135 S. Second Street • Philadelphia 6, Pa.

## ORDER THESE FAST SELLERS NOW!



**Swing and Well Chain**  
First in the South  
with the finest. This  
chain is made of  
highest quality  
chain wire and  
then electro-  
plated of  
commercially  
pure zinc. A  
standard link and bet-  
ter formed.



**Flat Wire Tempered Broom Rakes**  
The tines are of high carbon, tem-  
pered cold rolled flat wire, with round-  
ed edge, 5/16" x .029. The tines are of  
one piece, interlocked into the frame of the  
neck, and cannot work loose. The combination  
is a rugged one that will give lengthy, satis-  
factory service—due to its unique construction, will  
not break in shape. Packed 4 Heads to re-shipping carton.  
The handle furnished is No. 1 hardwood, clear lacquer finish,  
1 x 42 inches, packed 6 to a bundle. Combined shipping  
weight, 23 lbs. per dozen.

**Galvanized Solid Clothesline**

- Pliable—Easy to handle. Smoothly rolled.
- Easily unrolled.
- Non-Kink—will not coil tighter. Easy to  
store. Will not self-tighten.
- Non-stretches—will not stretch as other  
materials will.

**Package Units**  
Packed, 12 coils (90' 75 or 100 ft.) in re-  
shipping box. Makes instant installation full  
and complete handling and stock control.

"Serving the Jobber for 14 Years"

Wire Products  
2715 North 24th St.  
P. O. Box 5355

**RUGGED**  
**ROBERT**  
BRAND

Company  
Birmingham, Ala.  
N. Birmingham Station

next month...

## National Lock Company

will announce  
a significant addition  
to the rapidly broadening line  
of quality

## NATIONAL LOCK hardware



"all from 1 Source"

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

# NEW PRODUCTS

## AND SALES PROMOTION MATERIAL

### Prepo Torch Offers Two Interchangeable Burners

The Prepo Master Torch, product of Pressure Products Corp., 140 N. Dearborn St., Chicago, Ill., offers two interchangeable burners to meet the needs of plumbers, electricians, painters, and for use in shipyards, laboratories, etc. The Pin-Point burner produces a narrow pointed flame for the most accurate soldering work, while the Heavy-Duty burner, with a broad bushy flame, is recommended whenever a large amount of heat is required.



Prepo torch offers instant blue flame, with minimum temperature of 2200 degrees F., by opening the conversion valve and lighting. Weighing only 1½ lbs., including a full container of fuel, the torch may be used in any position without fuel spilling or cut. With a change of burners, it may be used indoors or outdoors. Non-toxic and non-poisonous fuel requires no pouring, pumping, or priming.

Each container offers 85000 BTU and will last more than four hours, depending on the size of burner used, it is claimed. Fuel containers require no deposits, refunds, or returns, and may be thrown away when emptied.

The Prepo torch lights when the fuel container is 50 degrees F or warmer. Once lighted, it will operate at any temperature when held in the hand and may be turned off or on at will.

Further information is available from the manufacturer upon request.

### New Seal-Dri Wader Introduced to Trade

Seal-Dri Sportswear Co., 2415 Kilburn Ave., Rockford, Ill., has introduced the Seal-Dri Wader No. 1000. Lightweight and compact, the wader will fit into tackle box or creel and is 100 percent waterproof, it was announced.

Seams are sealed electronically. English stocking foot type, the wader must be worn inside shoes or wader boots. It is full cut to prevent chafe or binding, and the foot is shaped to fit comfortable, it was announced. Made of Vinylite with nylon elastic suspenders which will not be affected by dampness, the wader has two convenient pockets.

An easy-to-use patching kit is furnished with the wader to offer repair jobs in a few moments. The wader weighs less than two pounds and is available in junior, small, medium, and large sizes. Color is brown.

Priced to retail for \$7.95, the waders are individually boxed in colorful display carton.

### Sargent Introduces New Line of Hercules Planes

A complete merchandising plan for the new line of Hercules Golden Cutter planes has been announced by

The new Seal-Dri Wader No. 1000, now being offered to the trade by Seal-Dri Sportswear Company. Light weight and compact, the wader is waterproof and comes equipped with a patching kit. Two convenient pockets are made into the wader, and its nylon elastic suspenders will not be affected by dampness.



Sargent and Company, New Haven, Conn.

Primary sales feature of the new planes is a special high quality blade of vanadium tool steel, finished in gold to give the new line the name Golden Cutter.

A 4-color counter display card, the chief point-of-sale aid in the promotion plan, mounts a plane on a platform base so it can be easily picked up for examination and inspection by the customer.

A tag folder attached to each plane in the line explains the Sargent guarantee, the 12 certified advantages of the Hercules line, and offers valuable hints on the care of these tools. Sargent has also prepared a folder for a mailing piece by the dealer.

There are four models in the Hercules line, ranging from a seven-inch block plane to a jack plane 14 inches long.



# WRIGHT

HARDWARE CLOTH... every wire round and true to gauge... uniform mesh... free from bulges... straight selvage... heavily and brightly galvanized the Wright way. A Wright product all the way from red to you.

Southern Representatives:  
D. C. Hardsbrook  
E. L. Hardsbrook  
Box 176  
Avondale Estates, Ga.  
Lawrence J. Baldwin  
& Son  
386 Corandor Bldg.  
New Orleans 12, La.

**G.F. WRIGHT STEEL &  
WIRE CO.**  
WORCESTER · MASS.



DEPEND ON  
**PHOENIX**  
HORSESHOES

Just as your customers depend on Phoenix shoes for long wear and perfect fit, you can depend on them for complete customer satisfaction.

The Phoenix line is complete, with a size, weight and style for every horse or mule... for every sport or working condition.

Check your stock today. Then call your favorite jobber for the Phoenix shoes you need. There's a heavy work season ahead... be ready with a full stock of Phoenix shoes.

HORSESHOE DIVISION

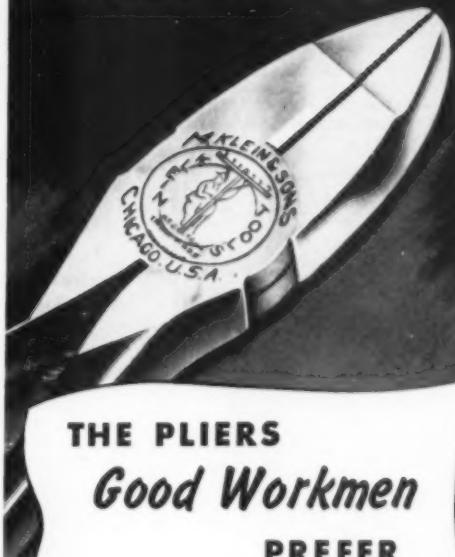
**PHOENIX MANUFACTURING COMPANY**

Joliet, Illinois



Catasauqua, Pa.

# KLEINS



THE PLIERS  
*Good Workmen  
PREFER*

Good workmen know that the quality of the work they do depends in no small measure upon the quality of the tools they use. Kleins were made for men who know and appreciate the finest in pliers. The highest quality drop forgings—the most careful tempering throughout—the individual testing and inspection of every pair—the carefully honed knives—all add up to pliers that last longer, do the job better.

Klein Pliers are made in a wide variety of styles and sizes to suit every job. Be sure you have a representative selection of these famous tools in stock to care for your customers who appreciate and want the best in pliers.

Distributed Through Jobbers  
Foreign Distributor: International Standard Electric Corp., New York



*The Klein Pocket Tool Guide shows the many sizes and types of Klein Pliers and contains valuable information on other Klein products. A copy will be sent without obligation.*

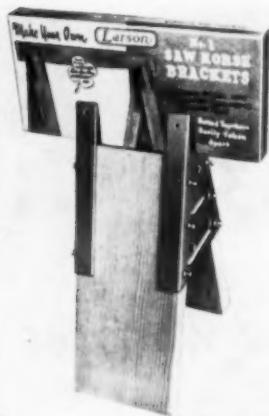


**Mathias KLEIN & Sons**  
Established 1857  
3900 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## Larson Offers New Counter Display . . .

The Chas. O. Larson Company, Sterling, Ill., manufacturers of wire goods and "Make Your Own" construction sets, is making available to retailers new counter display models of saw horse brackets.

The brackets are made in sizes for one and two-inch lumber. Complete instructions are furnished in each package on "How to Assemble" and the various uses of the brackets.



Richards Wilcox

## Richards-Wilcox Offers New Auto-Dor Catalog

Richards-Wilcox Mfg. Co., Aurora, Illinois, announces its new Auto-Dor electric door operator catalog A-87, now available for distribution. The 40-page, completely illustrated book contains comprehensive details and specifications of the entire Auto-Dor line of electric operating equipment and controls.

The Auto-Dor line includes key-switch and magnetic controlled operating mechanisms for swinging, folding, sliding, vertical lift and overhead doors.

## In Hand Saws



## STEEL TELLS THE STORY!

Yes, it's steel . . . the finest SANDVIK Swedish Steel . . . that makes this tool the pride of the carpenter's tool chest. The very heart of all edged tools is the steel from which they are made, and with SANDVIK "Fish & Hook" Saws that important basic ingredient is the world's finest steel for edged tools . . . genuine Swedish charcoal steel. Keen edge? You can't top it! What's more, in a SANDVIK Saw the edge lasts and lasts because the steel is tough!

To match such performance by the steel the SANDVIK #280 Hand Saw

is balanced to meet exacting professional requirements, and finished to win the acclaim of men who earn their living with fine tools as the finest.

The SANDVIK trade mark . . . the famous "Fish & Hook" . . . on the blade of SANDVIK hand saws tells your customer this is the Swedish steel . . . and the saw . . . he wants to own.

Sandvik Saw & Tool

Division of Sandvik Steel, Inc.  
47 WARREN STREET, NEW YORK 7, N. Y.

## Western to Introduce New Fly Line Soon . . .

Western Fishing Line Co., Glendale 4, Calif., announces that its new Magi-Braid tapered fly line will soon be announced to the general public.

The essence of the new line is that it is guaranteed not to crack, peel or become sticky under any circumstances. It is announced that this is the first time this claim could be made for any tapered fly line.

Complete, advance information on the new line is available from the manufacturer on request.

## Woodworking Calculator Offered by Greenlee . . .

A new, improved calculator which answers a wide number of woodworking and building questions has been introduced by Greenlee Tool Co., Rockford, Ill.

The new Handy Calculator instantly gives information merely by setting its dials to the various settings available for the facts wanted. It provides data on lumber, nails, concrete mixes, painting materials, nails, bit sizes for screws, tool sharpening instructions, etc.

Linear feet are converted to board feet for various lengths of lumber in sizes 1 x 2 up through 10 x 12. Characteristics of 33 different woods are given, so that an immediate check may be made as to tendency to shrink or swell, comparative weights and hardness and degree of workability with hand tools.



Nail information is given on types and sizes of nails to use for various carpentry jobs, as well as complete data on gauge, diameters and approximate number of nails per pound in practically all sizes.

The Handy Calculator is of circular shape and is six inches in diameter, so that it neatly fits into a tool box. It is printed in three colors with easily read charts and is made of heavily varnished cardboard.

The price for the Calculator is 25 cents (not postage stamps) and it is available through Greenlee Tool Co., 2136 Twelfth St., Rockford, Ill.



## Standard Electric Churn

Two popular sizes  
(1 and 2 gallon)

### Churns Cream or Milk

*When butter is churned, remove motor, pour off buttermilk, wash butter right in jar.*

A DeLuxe Model whose special features are the result of more than 70 years of churn experience. Long life motor, instantly removable. Stainless steel turbine type dasher. Streamlined jar. Built in strainer. A ready seller with liberal profit margin. The complete line of Standard Products includes Hand Churns, Milk Churns, Metal Power Churns and Tubular Milk Coolers. Write today for complete details and prices.

• Some territories are still open  
for sales representation.

**Standard Churn, Inc.**  
Wapakoneta, Ohio  
"Standard since 1880"



EAIER TO OPERATE  
EAIER TO SELL!  
**DURO**  
MON-O-MATIC  
WATER SOFTENERS

Today, people are buying ease of operation. Take advantage of this excellent opportunity to increase your sales and profits. Display DURO Mon-O-matic Water Softeners. Show customers how one touch of the lever automatically reconditions this great water softener. Watch the favorable reaction when they see how easy it is to operate the Mon-O-matic. Clinch the sale ... show them the low price! Increase your profits by selling ease of operation the DURO Mon-O-matic way!

Duro builds a complete line of water softeners and water systems.

FOR MORE INFORMATION ON DURO PROFIT MAKERS, WRITE TODAY FOR THE NEW DURO CATALOG!



**DURO**  
THE DAYTON 1, OHIO



one  
thing  
dealers  
know . . .

the easiest  
to  
sell  
is

# Homko

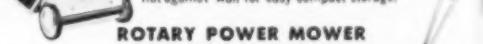
POWER MOWERS and LAWN SWEEPERS

#### NEW MECHANICAL CLUTCH

Amazing new clutch control. Mower operates simply by raising or lowering the handle ... stops of its own accord when operator lets go of handle. Clutch can also be locked permanently engaged for continuous operation. Throttle control for various speeds is conveniently located near the handle grips. Powered by nationally known, 6-cycle air-cooled gas engine.

#### FOLD AWAY LAWN SWEEPER

Extra large 6½ bushel heavy canvas basket ... unloads quickly and easily without clogging brushes. Picks up leaves, acorns, grass clippings, etc. 24" brush is adjustable, and revolves on ball bearings. Sturdy bumper bar guard to protect sweeper. Comes completely assembled. Folds flat against wall for easy compact storage.



#### ROTARY POWER MOWER

Extremely maneuverable ... well guarded. Air foil shaped blade gives smooth 19" cut to fine lawns. All steel frame with removable blade guard to cut high grass and weeds. Cutting blade of tempered tool steel. Large ball bearing wheels. Powered by nationally known 4-cycle air-cooled 2HP gas engine. For easy storage handle swings to upright position.

Also, new HOMKO Trimmer type Rotary Power Mowers.



demand dependable HOMKO  
...TRULY A QUALITY PRODUCT

NATIONALLY  
ADVERTISED

MANUFACTURED BY  
WESTERN TOOL & STAMPING CO.

A LEADER IN THE LAWN MOWER FIELD  
3725 SECOND AVENUE DES MOINES 13, IOWA

THE ROUND CHAIN DEALER SAYS:



"...when he  
picked up  
the chain...



I knew I'd made a sale!"

It's funny how men like to grab a length of chain, look it over and sort of fondle it. 9 times out of 10 they end up by buying.

That's why I keep my chain stock right out in the open where customers can see it—and buy.

Round Keg-ettes are just about perfect for this purpose. They are furnished with  $\frac{3}{16}$ ",  $\frac{1}{4}$ ",  $\frac{5}{16}$ ",  $\frac{3}{8}$ " Proof Coil or BBB Coil Chain. A-2006



### Round ASSOCIATE CHAIN COMPANIES

THE BRIDGEPORT CHAIN & MFG. CO.  
Bridgeport, Conn.

THE CLEVELAND CHAIN & MFG. CO.  
Cleveland, Ohio

OHIO HOIST & MANUFACTURING CO.  
Cleveland, Ohio

THE PLATING & GALVANIZING CO.  
Cleveland, Ohio

THE ROUND CHAIN & MFG. CO.  
Chicago, Ill.

ROUND CALIFORNIA CHAIN CO.  
Se. San Francisco and Los Angeles, Cal.

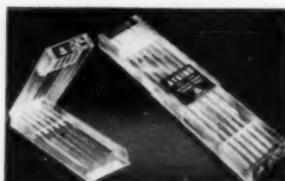
SEATTLE CHAIN & MFG. CO.  
Seattle, Wash. and Portland, Oregon

SOUTHERN CHAIN & MFG. CO.  
Birmingham, Ala.

WOODHOUSE CHAIN WORKS  
Trenton, N. J.

### Atkins Introduces New Swiss Needle Files . . .

E. C. Atkins and Company, 402 S. Illinois St., Indianapolis 9, Ind., is offering its 12 genuine Swiss needle files in a handy transparent plastic case, approximately  $6\frac{3}{4} \times 2\frac{3}{8} \times \frac{3}{4}$  inches overall. Individual holders prevent rubbing, and protect the point. The files are in No. 2 or medium



cut have knurled handles for positive grip and come in the following shapes: round, square, three-square, warding, knife, half-round, marking, crossing, barrette, equalizing, slitting, and round-edge joint. The files are said to be ideal for hobbyists, model builders, etc.

### New Hand Drill Announced by Stanley

Stanley Tools, New Britain, Conn., announces the new 100-Plus No. 610 hand drill, which is said to bore larger holes more easily to full  $\frac{3}{4}$ -inch capacity in hardwood or metal. The smooth action is the result of a higher spindle torque, according to the announcement.

Drill is equipped with solid cast iron speed gear and two steel pinions with machine-cut teeth; ball bearings on the spindle carry the drilling pressure. Gears are totally enclosed and protected from dust by light-weight aluminum housing which also

**HANSON**  
**VIKING**

HEAVY USAGE  
STRAIGHT  
SPRING  
BALANCE



For use in factories, cotton fields, farms, warehouses or wherever a rugged, heavy duty balance of reliable accuracy is required. Dial is recessed for protection. Graduations are engraved for durability and readability. Adjustment allows indicator to be set at zero to balance scoop or pan attached to hook.

**CApacITIES**

25 lbs. by $\frac{1}{2}$ lb.
50 lbs. by 1 lb.
100 lbs. by 1 lb.
160 lbs. by 1 lb.
200 lbs. by 2 lbs.
300 lbs. by 5 lbs.

**SEE YOUR JOBBER**  
**HANSON SCALE CO.**  
525 N. Ada Street,  
Chicago 22, Ill.

keeps hands and clothing from catching.

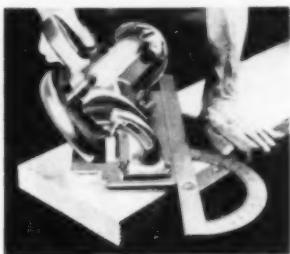
The drill is said to be "mischievous-proof" with all parts locked in place. The protected jaw spring chuck affords positive jaw action through concealed springs that hook into the jaws of the new  $\frac{1}{4}$ -inch chuck. Drill point cannot jam or bend springs. Full sized hardwood handles are finished in rich dark red. All trim is nickel-plated.



South Bend Bait Co.,  
900 High St., South  
Bend 23, Ind., is  
proud of the bait  
that caught these  
fish. It is the new  
Itsaduzi, a semi-  
weedless underwater  
bait which has  
been introduced to  
the southern tackle  
market. Hank Bruns,  
South Bend's south-  
eastern representa-  
tive, took these bass,  
along with 17 others,  
in one day near Stu-  
art, Florida. They  
weigh 8, 8 and  $7\frac{1}{2}$   
lbs., left to right.  
The Itsaduzi used  
was green and yellow.

## B&D Introduces New Saw Protractor . . .

A new saw protractor for use as a guide in power sawing has been introduced by The Black & Decker Mfg. Co., Towson 4, Md. By using the



protractor, the operator may cut practically any angle accurately and easily, it is claimed.

The saw protractor is sturdily con-

structed of metal for rigidity, yet it is light, weighing only 1½ lbs. It consists of a straight edge, a segment clearly calibrated in units of one degree, and an easily movable holding arm. The desired angle is set quickly by merely loosening a wing nut on the under side of the holding arm and moving the arm until the indicator points to the correct degree mark. The wing nut is then retightened to prevent slippage.

In operation, the side of the shoe of the power saw is lined up with the protractor's straight edge, and the saw is advanced along this edge for quick, accurate cuts. On many power saws either side of the shoe can be used, depending on the cut desired.

The saw protractor is particularly useful for compound mitre cuts when used in conjunction with the bevel adjustment on most power saws. It also can be used for laying out any carpentry work involving angles, and it is adaptable to practically all portable electric saws.

## Seymour Smith Announces New Line of Pruning Saws

Six new pruning saws now fill out the complete line of pruning and tree trimming tools produced by Seymour Smith & Son, Inc., of Oakville, Conn.



The quality blades are manufactured by Sandvik Saw & Steel Co., of Sweden to the special designs and specifications of Seymour Smith.

The new line features special, easily-sharpened, spear-point teeth of Swedish charcoal steel. Hard or soft,

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

with the famous  
**Rubber  
Poppet**

THEY CAN'T LEAK

**STRATAFLO  
FOOT AND CHECK VALVES**

end leakage troubles . . . save their cost many times over in service calls. Ideal for jet type pumps. Ask for bulletin 203.

order from your jobber

**PRODUCTS, INC.**  
FORT WAYNE 1, INDIANA



## FITLER

SERVES THE SOUTH  
A ROPE FOR EVERY NEED



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 147 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of  $\frac{5}{8}$ " diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila Rope.

**THE EDWIN H. FITLER CO.**  
Philadelphia 24, Pa.



# HOLD-E-ZEE

The Original  
Automatic Grip  
SCREWDRIVERS

... backed by inviting displays, substantial national advertising, outstanding features, and unsurpassed quality—Hold-E-Zees move steadily from your shelves, each sale creating a satisfied customer.

ORDER  
THRU  
YOUR  
JOBBER!

Pat'd.

New  
Models

FOR BOTH  
TYPES OF  
RECESSED  
HEAD SCREWS

One Bit  
Fits Both Types

UPSON BROS., INC.  
ROCHESTER 14, N.Y.

green or seasoned woods all cut with ease and speed. Weather-resistant plywood handles conform to the hand, yet are large enough to use with gloves.

The new line includes No. 826, a general heavy-duty 26", 6-point saw; No. 922, a narrow-bladed easy-to-handle 22", 5½-point saw; No. 622, a curved pruner with 22", 5-point blade and featuring draw-cut action. Also available are No. 1030, a rugged bull saw with a 30", 4½-point blade, and No. 514, a narrow-bladed curved pruner with a 14", 8-point blade and long handle. No. 424 is a Swedish-type bow saw with a replaceable 24" blade set and sharpened for pruning and general duty.

Seymour Smith also provides a special 6" sharpening file with four cutting faces which is designed for fast work on these saws and other edge tools.

## New Handy Coils Package Announced by American

American Manufacturing Co., Noble & West Sts., Brooklyn 23, N.Y., announces that Handy Coils are now being packaged in factory-sealed boxes which protect the rope from dirt and damage until it reaches the retailer. The new box is designed as a shipping container, so that jobbers can reship dealer orders with a minimum of labor and expenses.

The package is similar to that previously used, but the cellophane window has been eliminated for complete protection of the product. The same sales-making counter display feature which has characterized the Handy Coil method of packing is provided, and the box opens up to show more of the rope and attract the attention of prospective buyers.

Handy Coils, first quality pure Manila rope, are packed in ¼, 5/16, ¾, and ½ inch diameter sizes, with approximately 100 feet of rope to each coil; a total of 15 lbs. of rope in each box. Total number of coils per box varies, depending on the size of the rope, and are connected so that the entire box may be used in one piece.



## Red Devil GLASS CUTTERS

Engineered to cut

CLEAN  
ACCURATELY

with less  
effort

Twelve in a display  
No. 024—Best  
for General Use

No. 023  
—For use  
wherever  
tapping is  
advisable

7807  
A Product of  
**Red Devil Tools**  
Irvington 11, N.J., U.S.A.

## Lowell Launches Sprayer Campaign

Lowell Manufacturing Co., 577 E. Illinois St., Chicago, Ill., has launched a merchandising campaign aimed at educating the housewife to the need for spraying during insect and pest seasons. Built around the new 4-Jet Atom-Spray hand sprayer, the "Defend the Home" theme emphasizes the need to combat flies, mosquitoes and insect pests.



Hardware dealers are provided with a package deal consisting of an assortment of sprayers in half pint, pint, quart and 2-quart sizes, as well as a 5-ounce sprayer. Fifty-four sprayers in the assortment are packed in two units, specially labelled.

Each assortment has a novel and attractive counter display, arranged

to permit the demonstration of the half-pint Atom-Spray. Da-Glo lettering adds to the display's sales appeal, while sales points are silk-screened on the back for easy reference. A colorful window banner, merchandising suggestion sheet, dealer ad mats and circulars, together with a trade paper advertising campaign

and national publicity are used.

The 4-Jet Atom-Spray features four nozzle jets that emit fine billowing clouds of spray with each stroke. Finer dispersion and greater mist clouds from these sprayers are said to give standard insecticides 25 percent more killing power and 20 percent greater knockdown.

## A TRIPLE-NEED of HOME DECORATORS —in lively seasonal demand now



### DANDY WALL PAPER REMOVER

For easier, quicker removal of old wall paper—apply with brush—readily soaked off walls. Mix 1 pint with 3 gallons of water. Supplied in bottles, pints, quarts or gallons.



### CONSUMERS WAX REMOVER

Removes old wax accumulations, floor oil, etc., preparatory to waxing or refinishing floors. May be used on linoleum. Put up in powder form—display units—small packages.



### GLUINE COLD WATER SIZE

Household handymen—mechanics, etc. Keep it on hand—qualities and performance are convincing and get repeat orders. Packaged in Cartons and Boxes—1 lb. to 100.

Consumer Products which are in constant demand by tradesmen, the home repair man, hobbyists, and for general daily utility, manufactured for years by—

ORDER FROM YOUR WHOLESALER.

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 6, MO.

IT'S  
*New! original! Profitable!*

## WICK LAWN EDGER

AT LAST A REALLY GOOD LAWN EDGER

A real profit maker, a really good lawn edger at last! The Wick Edger's new and original design makes the cutting knife follow the contour of the ground so that it will not dig or plow. Your customers will like the Wick Edger because it is constructed to facilitate the greatest possible ease of handling. The knife is self-adjusting and self-sharpening, the heavy gauge spring steel cutting wheel and blade are heat treated for long life. A 4 inch rubber tire guides the edger along smoothly and without strain. Approximate unit weight, 3 lbs., handle length, 48 inches.



Write for complete information.

**Amplex** ENGINEERING, INCORPORATED  
NEWCASTLE, INDIANA



EASIEST TO USE.....EASIEST TO SELL.....

HANDSAWS • CROSSCUT SAWS • CIRCULAR SAWS  
HACKSAWS • KEYHOLE SAWS  
ALL OTHER TYPES

**ATKINS** Silver Steel SAWS

E. C. ATKINS AND COMPANY  
425 S. Illinois St., Indianapolis 9, Indiana



## WANT HELP?

Each issue of SOUTHERN HARDWARE gives you many articles of immediate and lasting value. Here are just a few of the outstanding ones that have recently proven profitable to readers:

Maintaining a Prospect List  
Farm Equipment Financing  
Controlling Trade-ins  
Selling Appliances to the Farm Market

If you are not already getting the benefit of this helpful reading—as a regular subscriber—send in your order today: \$2.00 for three years and worth the money many hundreds of times over.

**SOUTHERN HARDWARE**  
806 Peachtree St., N. E.  
Atlanta 5, Ga.

Everywhere in the world  
the long arm of the Law  
reaches for . . .

**PEERLESS  
HANDCUFFS**

Est.  
1914

World's  
Oldest  
and  
Largest  
Mfr. of Handcuffs

World's most de-  
pendable 'cuffs;  
used by police  
everywhere. De-  
signed to pull tight  
and hold. Proven best  
by scientific test.  
Send for folder.

PEERLESS HANDCUFF CO., Dept. H Springfield, Mass.

## Amplex Introduces New Wick Lawn Edger . . .

Amplex Engineering Co., Inc., New Castle, Indiana, announces production of the new Wick Lawn Edger—a new and original edger designed so that the cutting knife follows the contour of the ground and does not dig or plow.

The edger is constructed to facilitate handling. It features a self-sharpening, self-adjusting cutting knife, spring, heavy gauge spring steel cutting wheel and blade heat-



The bowls are of choicest Wild Cherry and Hard Maple Woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors. That's why they are the finest salad bowls you can sell.

"Liquid Proof" bowls are only slightly less perfect than our "Supreme" line. Minor imperfections do not affect beauty or lasting quality. You can sell them in quantities at low popular prices. Stock "Liquid Proof" now—fast delivery, fast sales, more bowl profits.

**SOMETHING  
NEW!  
HAS BEEN  
ADDED**



**4 BEAUTIFUL  
WALLRITE  
DESIGNS**



**Featuring...**

**LIGHTER, BRIGHTER Tint BACKGROUNDS**

Making 9 Wallrite designs to give your customers a choice for every room in the house. Stock all these Wallrite designs.

Stock all these Wallrite designs.

Write for FREE Advertising Material.

**Wallrite**  
DECORATED BUILDING PAPER  
**FLEMING & SONS, Inc.**  
DALLAS, TEXAS

treated for long life, a 4-inch rubber tire, and an adjustable airplane type lock nut for blade knife adjustment.

The wooden handle measures 43 inches in length, and the entire unit weighs approximately three pounds.

### Tension-Tite Offers Screen Display Unit

A Tension-tite window screen display unit is being made available on a co-operative basis through jobbers of Tension-tite window screens.

The new silent salesman presents a working model of the Tension-tite screen at convenient height, points out the advantages of these all-aluminum screens.

The sample screen turns on a pivot, so that the customer can examine both sides without his changing positions. The display itself has the same copy and illustrations on the back as on the front.

The new unit is being made available to dealers at half cost. A full-color illustration of the unit and information on how to obtain one will be furnished on request by Rudiger-Lang Co., Box 408, Toccoa, Ga.



### J. SHEPHERD PARRISH CO.

205 WEST WACKER DRIVE  
CHICAGO 6, ILLINOIS

The World's Largest Manufacturer  
of Fine Wood Bowls

### REEVE DISPLAY EQUIPMENT Sells MORE for YOU

#### REEVE ShureSell TRADE MARK Shelf Equipment



Complete Reeve assemblies of knife edge brackets, shelf rests and standards with Reeve Shelf Glass are supplied in a variety of sizes and are adjustable for your particular display needs.

Complete description and prices in our

#### NEW CATALOG

Send for it today! Hundreds of new improved items from ticket holders to large island display units.

#### REEVE COMPANY

"Serving America's Retailers since 1912"  
2222 5 Grand Ave., Los Angeles 7, Calif.

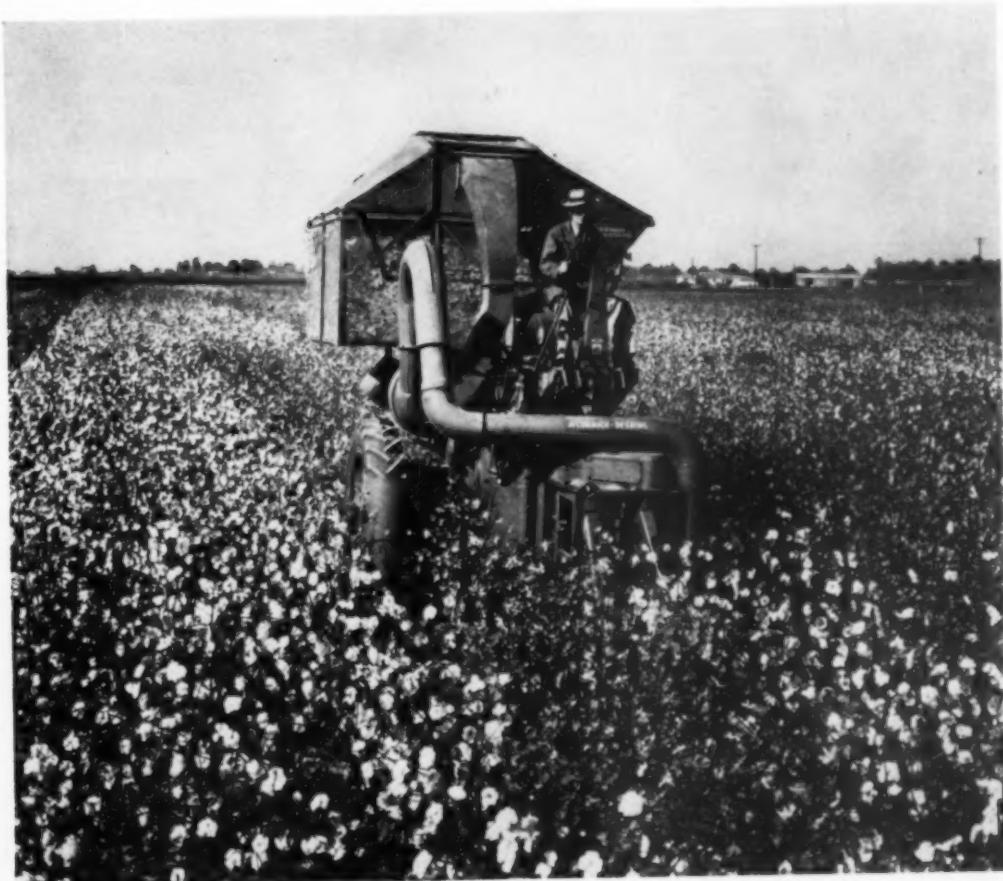
# *Southern* **FARM EQUIPMENT**

JUNE, 1951

Section of SOUTHERN HARDWARE

---

806 Peachtree St., N. E.  
Atlanta 5, Ga.



# Announcing...



MODEL

CS-50

## CROP SAVER SHIELDS

PATENTS PENDING

### PREVENT TRAMPLING OF CROPS



### Needed by Every Farmer while Cultivating, Spraying, Dusting, Defoliating, Weed Burning!

More and more tractors are operating in fields while crops are growing. Tractors cultivate, spray, dust, defoliate, flame, and burn weeds in row crop fields. And they trample thousands of dollars worth of crops under their wheels!

The need for KOYKER Crop Saver Shields is tremendous! And the demand grows every day.

KOYKER Crop Saver Shields prevent trampling. Their "Floating Action\*" allows them to glide thru tangled and over-lapping plants — while gently separating them. Tractor wheels pass safely between rows without damage to plants.

Every tractor operating in partially matured crops needs KOYKER Crop Saver Shields. The need is at least as great as the need for sprayers. News of the shields is being advertised to all of your customers.

You can help supply the demand that is growing. Ask your farm implement Distributor for full information on KOYKER Crop Saver Shields, or write direct.

**KOOIKER MFG. CO.**

**HULL, IOWA**



#### Fits All Standard Row Crop Tractors with Attached Implements

Crop Saver Shields have tailor made mountings for different tractors. Mountings for all popular tractors available. Once attached, no further attention required.

You can leave KOYKER Crop Saver Shields on tractor permanently — no interference with implements. Or can be removed, replaced in short time. They are raised and lowered with tractor lift. Work simultaneously with cultivators and other implements.

"FLOATING ACTION". KOYKER Crop Saver Shields float on springs. Allows for irregularity of ground. Follows contour of path. This principle is the outstanding reason for the wonderful results with KOYKER Corn Shields (CS-48). These shields, with Floating Action, allow tractors to operate in corn fields blown almost flat by storms and high winds. Floating Action gently lifts and separates heavy tangled stalks. Permits tractor wheels to pass without trampling. Has saved thousands of dollars worth of corn from being trampled.



Left, Raymond A. Gibson, a firm believer in the value of demonstrations, here unloads a tractor from a truck onto a platform after returning from a demonstration. Gibson feels that demonstrations educate the farmer, the mechanic who operates the machine and helps him as a dealer to see how a machine will react under different conditions.

## Demonstrations are a

DEMONSTRATIONS are the key to the successful merchandising of farm machinery, according to Raymond A. Gibson, owner of the Gibson Farm Service, Manassas, Va. "The farmer is a hard buyer; he has to be convinced; he has to be shown," says Gibson, "and a demonstration is the only way to convince him." That is what the Gibson Farm Service is prepared to do: take machinery out into the field and prove that its efficient and economical operation will save the farmer money, time and labor.

Gibson believes, furthermore, that the more people that can be drawn to witness the demonstration, the more valuable the demonstration will be. To him, there is no more effective way of promoting the event than by word-of-mouth advertising.

"Demonstrations serve another useful purpose," said Gibson, "and that is educational. They educate the farmer as to what a particular piece of farm machinery will do for him; they educate the mechanics who operate the machine as to its behavior and what to expect of it; and the demonstrations are good for me as a dealer, for I can observe how the machine will react under different conditions."

Once the date of the demonstration is set, word-of-mouth promotion begins. The farmer who has called for the demonstration is asked to invite his neighbors and friends in to witness the operation. At the Gibson shop and salesroom, word goes out to every customer entering the store that a demonstration is to take place on a certain farm. Further, Gibson uses the telephone to advise certain customers who probably will be in-

## KEY TO SALES

By B. Miller



Gibson's encourages farmers to have machinery overhauled immediately after seasonal use. Here, a mechanic works on a corn shredder.

terested in the demonstration.

A farmer recently called for a harvester demonstration. A \$2,000 harvester was taken to his place and in a demonstration of four days or about 20 hours of work, his fields were harvested, the wagons loaded and the load blown into the silo. Two men accomplished the job at a considerable savings to the farmer.

It is preferable, Gibson pointed out, to demonstrate with used equipment, for new machinery could not be sold as new, once used

in a demonstration, if the farmer decided against purchasing.

The harvester demonstration involved an investment of about \$50, for two tractors were employed and a Jeep used to haul the wagon and harvester with the necessary pipe length for 18 miles. However, the effort was justified as a result of the sale of farm machinery and the fee obtained for working the farmer's fields.

Gibson Farm Service makes it a point to enter contests which provide (Continued on page 108)

**What they are  
doing to build**

## **SHOP VOLUME**



**E. H. Taylor**

**R**EALIZING satisfactory profits from service work is no new experience for the South Arkansas Implement Co., Texarkana, Ark. One of the first dealers in the South to turn the service department into a valuable source of income, company-owner E. H. Taylor now comes forward with a new program for making service operations pay in the doubtful months ahead.

Taylor gives two sound reasons why repair work is a profitable business in his two stores, located in Texarkana and Foreman. Both stores have well-equipped service departments manned by experienced mechanics. But more important, Taylor has in operation a plan which would seem to insure a high and permanent volume of repair business for the future.

An old hand in the farm equipment field, Taylor says that in his 23 years of operation he has learned that the users of farm machinery must be made service-conscious and influenced to believe in the value of preventive maintenance.

The well-equipped service department in the Texarkana store is headed by C. E. Norsworthy, a veteran of 19 years with the organization. Six skilled mechanics work under him. When openings occur new apprentices are trained in order to assure that the firm will maintain a staff of efficient mechanics.

Because shop volume is promoted continuously through a consistent advertising program, shop work comes in a steady stream.

The mechanics have to work fast. They are all skilled men, but even the most highly skilled men work better under watchful, stimulating supervision, the owner believes.

"A good shop foreman is a valuable asset to the service department if it is to yield satisfactory profits," said Taylor.

The shop foreman here works on commission. It is to his interest to keep the shop full of work, and to realize a fast turnover on the work turned out by the mechanics.

Because Taylor regards his mechanics as the backbone of profitable shop operation, he maintains a satisfactory wage level. Experience has shown him that his mechanics prefer to work on a straight salary, with raises from time to time. No mechanic has ever asked for a raise here, yet raises are given at intervals, the last one in the fall of 1950.

The promotional program employs newspaper, radio, direct-mail, and billboard advertising. Newspaper advertising comes first, because more direct results can be traced to it. Daily classified advertisements are used to promote parts and service. Farmers are urged frequently to check their equipment and buy parts or have repairs done ahead of time.

The classified advertisements are changed every week, and kept as seasonal as possible.

Display space in newspapers is used for advertising machinery. At intervals, owners of old machinery are invited to trade for more modern units. Good used machinery is so desirable for keeping work in the shop that Taylor and his sales-



Company's stress on value of preventive maintenance plus farm-to-farm service checks help to maintain a substantial parts business

(Continued on page 106)

**IT'S HERE! IT'S NEW! IT'S SUPER!**

**McCormick<sup>®</sup>  
FARMALL<sup>®</sup> SUPER C**



**SUPERIOR 17 Ways**

**12% More Engine**

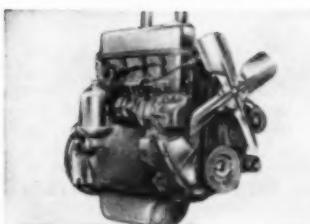
**Power; Has Ideal**

**Power-Weight**

**BALANCE For Huge**

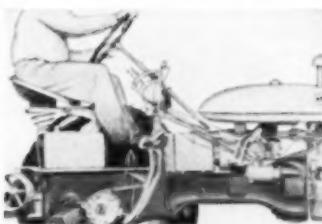
**2-Row, 2-Plow**

**Tractor Market**



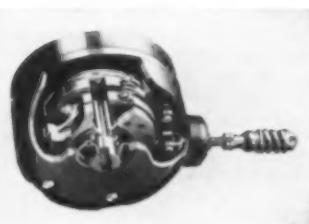
**SUPER-POWER ENGINE**

Larger bore gives 12% more power. Battery ignition and variable speed governor—remarkable lugging ability and smooth, economical power from idling to full load. New 4-ring power seal on pistons provides quicker seating, longer lasting gas seal, better compression. Copper-lead insert-type connecting rod bearings for longer wear. Bigger cooling system, pump-circulated and thermostatically controlled, for longer engine life. The Super C engine is built throughout for many years of hard work.



**STRONGER, HEAVIER CHASSIS**

Chassis strengthened from front to rear to handle greater power. Weight properly balanced with engine horsepower for high traction, maximum pulling power, economy and easy handling. Implement mounting pads reinforced to withstand heaviest jolts. Tough, shock-resistant front bolster. Carburized and hardened final drive pinion gears for longer life under heavy loads. Power-weight balance and rugged construction assure peak performance with pull-behind or direct-connected implements.



**DOUBLE-DISC BRAKES**

Positive-acting, self-energizing brakes provide safe, smooth, efficient braking with tip-toe touch and short pedal travel. Permit pin-point turns. Assure safe, no-swerve stops even at high speeds. Equally effective action both backward and forward; hold heaviest loads on hills. Pedals can be worked together or separately. Pedal arms are curved for easy reach. Large braking area means long wear. Brakes completely protected against dirt and moisture. One-point adjustment, for easy maintenance.

**SUPERIOR IN MANY OTHER WAYS—17 IN ALL**

Demonstrate the Farmall Super C with matched McCormick Implements; it's so easy to handle, it helps sell itself.



**INTERNATIONAL HARVESTER**

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers. General Office, Chicago 1, Illinois



## Farm Mechanization-- A FORWARD LOOK

By Dr. Paul W. Chapman\*

Associate Dean  
College of Agriculture  
University of Georgia

**P**OWER MACHINERY and electrically-operated equipment made possible the production miracles of American farmers during and since World War II; they are largely responsible for the so-called Agricultural Revolution now in progress in the South.

To attempt to forecast the future of farm mechanization is a stimulating challenge. It suggests, among others, the following questions:

(1) What new kinds and types of tools and implements will be made and distributed?

(2) How long will it be before machines are available for mechanizing the production of all Southern field crops?

(3) For how many more years will the percentage of workers needed to supply the nation's food and fiber continue to decline?

(4) If the trend of recent decades continues, how big will an average or typical family-size farm be in 1975?

Answers to these questions are vital to the welfare of all farmers and all Americans. They mean more to the South than to any other region, because in the Southern states the greatest changes will come in the years immediately ahead.

Today the typical American farmer—due to the use of machinery and the applications of science—produces 2½ or 3 times as much as his father did at the same age. As a result, we have fewer farm-

ers in relation to population, higher average farm incomes, and larger farms.

Since 1930, the average farm of the United States has increased 50 acres in size; in the South, the increase has been but 25 acres.

As states in the Southeast turn to power machinery and more diversified and extensive types of farming—small grain, hay, pastures, beef cattle, etc.—commercial farms will continue to increase in size until they go far beyond the national average. Only the farms devoted to intensive-type enterprises, such as fruit, truck crops, and poultry, can remain small and yet be fully efficient and as profitable as those in other sections of the nation.

### Mechanical Revolution

During recent years, a mechanical revolution has come to Southern farms. Major manufacturers of power machinery now have one or more manufacturing plants in the South. All makers and distributors of power implements and equipment maintain large depots and service centers in such centrally-located cities as Atlanta.

Southern farmers have turned increasingly to power machinery and electrically-operated equipment.

Tractors on farms are a guide to the changes that have taken place. In 1940, there were 253,000 tractors in 14 Southern states; ten years later, in July 1950, there were 808,000. This represents a gain of more than 550,000 tractors—a number approximately equal to one-third of all tractors in the

United States in 1940; it means average, annual additions in the South of 55,000 per year for ten years; and, incidentally, 67,000 were added during the last year for which statistics are available.

In the entire United States, there were about 1,500,000 tractors in 1940. By 1950, the number had increased to 3,640,000—a gain of about 130 per cent for the decade. But in the South during this 10-year period there was an increase of approximately 220 percent in the number of tractors used on farms. To date, tractors on Southern farms have increased 3½ times since 1940.

Nothing is more indicative of the greater relative gains of the South in farming, as compared with the nation as a whole, during recent years than the multiplication of horsepower in the hands of farm operators. For the nation this figure previously has been given for power machinery as 100 percent, or 10 percent a year throughout the last decade. For the South this gain has been much greater. In addition, the South has had a greater relative gain in use and potential use of electric energy on farms. For those engaged in diversified and balanced (as between crop and animal enterprises) types of farming this means new money-making possibilities in the use of a long list of time- and labor-saving equipment such as brooders, hot-beds, and milking machines.

### Electrification in South

The South has approximately 2,500,000 electrified farms and  
(Continued on page 104)

\*Excerpts from a talk given by Dr. Chapman at the Georgia Farm Mechanization Conference, held April 24-25 at the College of Agriculture, University of Georgia.



Why  
so fussy  
about  
a fence row

?

**M**ORE THAN ONCE Harry has been chided for the pains he takes lining up a fence row. With all the precision of a navigator he sets the course of that fence, and he doesn't let it vary an inch. You can see him out there, directing the placement of each single post, his eye sighting along the row with the accuracy of a marksman.

To those who kid him about being so fussy, Harry offers some cold logic. It's true, says Harry, that it isn't always necessary to have a fence row just so—that, as long as a fence is strong enough to hold back stock and straight enough to separate fields, it'll do. But, he says, being particular is a kind of

habit with him, and making exceptions whenever it's convenient might spoil him—might break his good habit and make it tough to be particular when it *is* necessary.

Now we of John Deere can see Harry's viewpoint. In fact, we subscribe to his homespun philosophy, and practice it every day. We've found it pays to be particular in *every* phase of manufacturing—that striving for perfection in *everything* makes it easy to do a precise job when the tolerances are close.

That's why, we figure, we can count so many *particular* farmers like Harry among our customers.

---

JOHN DEERE

Moline, Illinois

---



## ***Speeding up service calls with a***

A MOBILE telephone unit installed in one of the service trucks of the Oil City Tractor Sales Company, Beaumont, Texas, has proven to be the best means of winning new business the company has found in the five years it has been operating.

"Nothing irritates a farmer or rancher and causes him to lose confidence in a dealer quicker than to

## **'PHONE - EQUIPPED**

have to wait for service, especially during planting and harvesting time," explained John Walker, owner. "That is where our mobile telephone comes in. A farmer can call the office and tell us his trou-

ble and we will relay the message to the mobile service truck, if it is in the farmer's vicinity. On many occasions the truck has been on an adjoining farm, thereby saving as many as 100 miles of unnecessary driving and much valuable time in getting help to the troubled farmer."

The Oil City company keeps its mobile telephone truck constantly in the field making a check on farmers and ranchers for needed parts or service work. The truck with its mobile 'phone is operated primarily in the territory around the sales office, with the company's two other service trucks handling the distant areas. All three trucks have a number of small bins in the back where all



Here, the serviceman and farmer look over the truck's inventory of parts. Included are parts most used and those which farmers usually need without loss of time. The truck also carries a large and small tractor tire as a service to farmers.

**Left:** After arriving at a customer's farm, the service man uses the mobile 'phone to call the shop concerning some phase of the repair job at hand. In eliminating return trips to the shop mobile phone saves valuable time for the company

**By Theron Garvin**



Equipped with a mobile telephone which has a radius of about 60 miles, the service truck remains in field constantly checking on farmers for needed parts or repair work. Truck has helped company increase repair volume by insuring fast service.

## SERVICE TRUCK

types of parts are carried. Items such as grease guns, wrenches, and a small and large size tractor tire are carried to provide extra sales.

"We have established a reputation for fast service, made possible because of our telephone-equipped service truck," said Walker. "We promise our customers that at no time will they have to wait more than two hours for repair service after we receive their 'phone call. We can gauge the value of this truck by the substantial increase in our volume of repair work.

"In this area where the country is flat the mobile telephone can be used for a distance of 65 miles. On several occasions we have contacted the truck when it was 80 miles away. The unit is guaranteed to

give good service for a distance of 35 miles, no matter what type of country it is in. We find that the time and money we save on a long service trip is enough to pay the monthly charge for the mobile unit.

"For instance, we have received an urgent service call from a farmer 50 miles from the shop. Our mobile truck, at the time, was on a farm only three miles away. We called the service truck and had the driver go to the nearby farm where his help was needed. If it hadn't been for the mobile telephone the truck would have had to

come back to the shop, then make the long return trip. It saved us 100 miles of unnecessary driving, about two hours of the driver's time, and helped us give the type of really fast service that can be of utmost importance to farmers."

Each service truck is driven by a salesman who came up through the service shop. Therefore, these salesmen can talk the language of the farmers and ranchers and have the background to give sound advice on how to keep equipment in top shape.

"An example of how fast service  
(Continued on page 104)

Company's outside display area has stimulated much extra business. Tractors and machinery received in trade are displayed in a special spot as "Today's Special." An item not sold within a week is replaced by another unit with greater sales appeal.



# COSTS OF LABOR AND FARM MACHINERY

THE PRESENT farm labor situation, including wage rates, will continue to stimulate the demand for labor-saving farm machinery. Also, despite the fact that prices of farm machines generally are about 10% higher than they were a year ago, they are still relatively low compared with wage rates for farm labor and compared with prices of most other things the farmer buys.

These are among the facts revealed in the current issue of the U. S. Department of Agriculture publication, "The Farm Cost Situation."

This issue of the government publication reveals the rather amazing increase in wages of farm labor since the period prior to World War II. As compared with a base of 100 for farm wage rates in the period of 1935-39, the base in 1950 was 352. In other words, the average wage rate for farm labor in 1950 was 3½ times the 1935-39 average. But, probably because of increased use of power machinery, gross production per worker had increased from a base of 100 in the period of 1935-39 to 142 for the year 1950.

During this same period, the average price of farm machinery, from a base of 100 in the 1935-39 period, had increased to only 183 by December 1950. In contrast, the average price of all commodities had increased to 215, while the prices received by the farmer for his livestock had increased to 355—or more than 3½ times the average price received in the 1935-39 base period.

With reference to the farm labor situation, the government publication says the supply of farm labor in 1951 will be smaller than in 1950 and rates are expected to average at least 10% higher. "Labor supply difficulties are in prospect for a number of local areas this fall; including some areas of the South, where a large cotton crop is expected to be produced."

With particular reference to the farm machinery situation, the Department of Agriculture publication says:

"Prices of farm machinery increased during the last half of 1950, and wholesale prices now are about 10 percent higher than in 1949 and the first half of 1950. Since 1941 the relation of prices of new machinery to prices of most farm products and to farm incomes and farm wages has favored purchase of a large volume of farm machinery. Increased acreages of

June. Production of farm machinery in 1951 is expected to be sufficiently high to maintain farm production at high levels. But production of some of the newer types of machines may not be sufficient to meet demands. The total volume of power and machinery on farms now exceeds that of any previous year.

"Complete details of farm machinery production in 1950 are not yet available. Owing largely to labor-management disputes in the last half of 1950 in several of the major producing companies, total output for the year probably was moderately below the high output of the two previous years. Total volume of exports of farm machinery in 1950 was about 20 percent below the large 1949 exports. Exports in 1950 to the ERP countries, including dependent territories, were about 30 percent below 1949 exports. In many foreign countries the backlog of machinery orders has about been filled. Production of machinery in foreign countries has increased and has contributed to reduced exports of machinery from the United States.

"Total volume of power and machinery (including workstock) on U. S. farms on January 1, 1951 was a record high and probably about 75 percent higher than the average of the prewar years 1935-39 (table 2). This increase in total power and machinery on farms has taken place, notwithstanding a decrease since the prewar period of about 50 percent in the number of workstock.

"Numbers of work animals on farms have declined about 10 percent per year since 1945. There were around 6,750,000 head of farm horses and mules of all ages on January 1, 1951. Of this number about 6,260,000 were workstock (3 years old and over). This was only 30 percent of the peak number of 1923 and only slightly more than half of the number on January 1, 1940."

## In comparison with substantial increases in farm income, farm wages and in prices of most farm products, the modest advances in prices of new equipment since 1941 have favored the purchase of a large volume of farm machinery

the major crops, especially cotton, corn and wheat will contribute to increased demand for machinery in 1951. High farm incomes and reduced labor supplies in 1951 are also expected to influence farmers to buy more machines and equipment than otherwise might be purchased.

"Production of farm machinery in 1951 probably will be somewhat less than the high annual production of the past three years. The issuance by NPA of Order M-55 authorizing farm machinery manufacturers to use DO priorities for the month of June should greatly help manufacturers to obtain the materials they need to meet farmers' machinery requirements. It is expected that assistance will be continued beyond the month of

HOW KEYSTONE BUILDS

# BUY APPEAL into farm fence

Dealers who count on the farm trade for the major part of their business recognize Keystone Steel & Wire products as dependable, year in and year out, profit builders. Among the many reasons why

Keystone products have become leaders in their fields, are these:



**1 Quality-Controlled Materials.** From Keystone's own open hearth furnace, through its own wire-drawing mills to the final product, Keystone keeps rigid control of quality. For example: the amount of copper used to increase rust resistance, the exact degree of hardness, the precise protective zinc coating are under the supervision of metallurgists who can base decisions on Keystone's over sixty years of experience in making quality fence and wire products.



**2 Time-tested Construction Features.** The fence is woven on machines of Keystone's own design. Knots give both strength and durability. For example: **Stiff stay SQUARE DEAL knots**, hold like a vise, yet permit the complete flexibility of the line wires. Picket-like one piece stay wires keep the fence erect. The knot is corrode-resisting because it will not hold water. There are no projecting ends to snag clothing or injure livestock. **Hinge-joint MONARCH knots** work like a hinge and give under pressure, yet cannot slip. There is ample wrap around the line wires — no projecting ends.

**3 Merchandising Support.** Keystone provides merchandising support for dealers that not only promotes Keystone products but helps make the dealers entire operation more profitable—more significant in his community. Ask the Keystone representative, or write for facts about the Red Brand Practical Land Use merchandising program.

**4 Satisfied Users.** Farmers in all parts of the country recognize the extra values built into Keystone products . . . Thousands of farmers have standardized on Red Brand fence and easy-to-set Red Top steel posts, for years and years . . . their satisfaction assures repeat business for dealers.



**KEYSTONE STEEL & WIRE COMPANY** Peoria 7, Ill.

*Makers of Red Brand*  
**SQUARE DEAL type • MONARCH type  
and NON-CLIMBABLE**  
**FENCE and**  
**Red Top STEEL POSTS**

## **McCord to Head NPA's Farm Equipment Division**

**W**ITH THE establishment of the Agricultural Machinery and Implement Division of the National Production Authority much of the confusion surrounding the industry's role in the defense program has been eliminated.

To head up this division, Manly Fleischmann, NPA administrator, has appointed A. King McCord, president of the Oliver Corporation. Mr. McCord will be responsible for the NPA's part in developing and administering programs to provide farm machinery for the nation's food and fiber production goals. He will work closely with the

U. S. Department of Agriculture in determining amount of equipment needed to attain required farm production and in arranging adequate deliveries of materials, components and supplies to farm equipment manufacturers.

During World War II, Mr. McCord served as a member of the Farm Machinery Industry Advisory Committee to the War Production Board and the Office of Price Administration. He is a vice president of the Farm Equipment Institute.

Since the establishment of the new division, one development fa-



**A. King McCord**

vorables to further production of farm equipment by the industry already has taken place. This is the origination of the DO-87 rating provided for in NPA Order M-55. As announced, manufacturers could use this rating for procurement of materials for June production. However, the order upheld the 45 day lead time for steel, which made it necessary for manufacturers to complete orders for materials before April 15. This provided little help since the regulation issued March 31, allowed only the short space of April's first two weeks for the completion of administrative work in connection with orders for steel.

To relieve this situation, the NPA now has ordered steel mills (see reproduction at left) to continue to accept and to fill DO-87 orders to the farm equipment industry. This will give some assurance to further production, and much equipment needed in food production in the immediate months ahead will be available in time.



KAPLAN  
Blaisdell-St. 5200  
Ext. 4443

For Immediate Release  
Friday April 20, 1951

The National Production Authority, U. S. Department of Commerce, today sent telegrams to steel producers instructing them to fill defense rated (DO-87) orders from manufacturers of farm equipment.

This action was made necessary to supply steel for seasonal production of equipment needed in planting and harvesting food and fiber, NPA said.

Calling for immediate attention to the filling of DO-87 orders for materials needed in the manufacture of farm equipment, NPA said that manufacturers of farm machinery have reported inability to obtain materials under the 45-day lead time provision of NPA Order M-55.

Under Order M-55, manufacturers of farm equipment may apply defense ratings on their own certification to obtain materials and component parts at a level equal to the average monthly consumption in the first half of 1950. The order applies only to requirements for the month of June.

Orders for steel for farm machinery placed under NPA instructions to producers will contain the following certification:

"Certified under Order M-55 and the seasonal production and inventory restrictions of NPA telegram M-55-A."

The purpose of the certification, NPA said, is to assure that the materials received will be used in the production of farm equipment and not to build up inventories.

Steel orders for June delivery must be placed by the farm equipment manufacturers affected no later than April 30. Producers are required to honor up to the following additional percentages of their base period shipments as set by NPA Order M-1.

Ingot, blooms, billets, etc., 1 percent; wire rods, 1.5 percent; structural shapes (heavy), 1 percent; plates, 1.5 percent; bars (hot-rolled), 7 percent; standard pipe, 1 percent; mechanical tubing, 4.5 percent; wire (drawn), 1 percent; sheets (hot rolled) 2 percent; sheets (cold rolled), 1 percent; strip sheets (galvanized), 3 percent; sheets (all other coated), 1.5 percent; strip (hot rolled), 2 percent.

### **Ferguson Film Depicts Agricultural Progress**

**S**TEEL Fingers and Green Thumbs," a documentary motion picture showing agricultural progress, has been completed by Harry Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Mich. The 30-minute colored film represents in graphic form the revolution that modern farm machinery has brought to the farms of America.

The movie displays on-the-farm shots and depicts the specific jobs that various modern farm implements perform, starting with the plow and portraying in action such pieces of equipment as disc harrows, spike-tooth harrows, disc plows, cultivators, etc.

# What's in a name?

Three hundred and fifty years ago a man named William Shakespeare asked that now-famous question: "What's in a name?" And ever since then, manufacturers of a thousand and one different products have tried to answer it—to the buying satisfaction of their prospects.

Yes, since then billions of dollars have been spent in developing—merchandising—and advertising different products—to give them a name that would not only become a household word, but one that would also stand splendidly as an accepted symbol of lasting value.

Some few products have attained that high place in the business hall of fame.

That's partly the reason the Dearborn Franchise is so valuable, for there is only one *Ford Tractor*. And if ever a name came out of business to become a symbol of value in every walk of life, that name is *Ford*. For over three generations it has held the confidence of the American people—and particularly the American farmer. By itself—without further identification or explanation—it paints a vivid picture of lasting value.



Now, how did this come about? Well, the *obvious* reason is manufacturing genius—and that's something to think about in terms of the tractor you sell. For the same materials—the same engineering skill—the same production know-how—the same precision standards go into the building of all the world-renowned Ford products.

For all, the symbol of value is the same: the name "Ford." And the name "Dearborn" on the diamond farm equipment emblem is the trademark of Dearborn Motors Corporation, the national marketing organization for the Ford Tractor and Dearborn Farm Equipment. It is the major objective of Dearborn Motors to offer farm equipment built especially for use with the Ford Tractor.

If any products were ever designed to answer William Shakespeare's age-old question to the buying satisfaction of prospects, they are the products marked by the oval and the diamond—the products whose names are accepted as symbols of value.



**DEARBORN MOTORS CORPORATION**  
BIRMINGHAM, MICHIGAN  
A Dealer-Minded Organization

COPYRIGHT 1951, DEARBORN MOTORS CORPORATION

# **New Price Regulation for Farm Equipment**

**M**ANUFACTURERS of farm equipment are brought under a new ceiling price regulation, CPR 30, issued by the office of Price Stabilization on May 4, with effective date May 28.

Covering many classifications of machinery and related manufactured goods in addition to farm equipment, CPR 30 is a companion measure to CPR 22, the Manufacturers General Ceiling Price Regulation. The only substantial difference between the two is in the determination of base period prices.

CPR 30, the same as CPR 22, places a ceiling on factory prices equal to the pre-Korean level, plus adjustments up to a certain date, only for increases in factory payroll and material costs. Other increases in general overhead or in other costs must be absorbed. Accordingly, it is possible that there will be some factory price reductions on many items of farm equipment, along with possible increases on other items where manufacturers had been squeezed by the General Ceiling Price Regulation.

Because the farm equipment industry generally has been quite conservative in advancing prices, as compared with most other industries, it scarcely seems probable that CRP 30 will result in much if any "roll back" in factory prices. However, a very complicated formula must be followed in arriving at a manufacturer's new price ceiling; so as this is written, the net effect of the new price regulation is still a matter of speculation.

"Resellers' ceiling prices for the commodities covered by this regulation will be established by a supplementary regulation following closely upon the issuance of this regulation," says CPR 30. Until such supplementary regulation is issued, wholesalers and retailers of farm equipment will be covered by the General Ceiling Price Regulation.

#### **Increased Shipments of Water Systems . .**

**FACTORY SHIPMENTS** of domestic water systems in February were

nine percent ahead of the preceding month according to the Bureau of the Census. A total of 67,000 units were shipped of which 64 percent were jet pump systems.

**Schmidt Named President  
Of DeLaval Company . . .**

**C.** B. SCHMIDT has been elected president of The De Laval Separator Company, 165 Broadway, New York, effective April 11. Associated with De Laval for the past 29 years, he started with the



Schmidt Smith

company as a salesman at the New York office and was then transferred to Chicago, where he became manager of the Industrial Department. Following this, he served for 14 years as general manager of De Laval's western

division. In 1945 he was recalled to New York to assume the office of vice president.

Mr. Schmidt is a graduate of the Carnegie Institute of Technology. During his many years in various positions with De Laval, he has had close, personal experience with all phases of its operations, in both the industrial and dairy divisions.

George W. Smith has been elected chairman of the board of directors of The De Laval Separator Company. He is also president of the De Laval Steam Turbine Co., Trenton, N. J.

Re-elected were E. Gray Merrils, vice president, manufacturing; James E. Austin, secretary and assistant to the president; and T. H. Walworth treasurer.

George C. Stoddard, who retires as president and director after 30 years of active association with the company, will continue to serve in an executive advisory capacity.

## **Fairbanks-Morse 1950 Sales and Profits Up .**

**I**N ITS annual report to stockholders, Fairbanks, Morse & Co., 600 South Michigan Ave., Chicago 5, Ill., reports 1950 sales and earnings greater than the 1949 results. Net sales for the 12 months ended December 31, 1950, were \$85,423,-868. This is \$7,773,808, or 10 percent, greater than the \$77,650,060 reported in 1949.

"Orders received from customers in 1950 increased 62 percent over the volume received in 1949," said Colonel Robert H. Morse, chairman and general manager. "The company ended the year with a substantially increased backlog."

#### **NPA Limits Inventories of Binder and Baler Twine**

**T**O PREVENT hoarding of binder and baler twines needed in harvesting crops, the National Production Authority has issued Order M-58 which limits distributors' and farmers' inventories of binder and baler twine to 60 days supply or a practicable working inventory, whichever is less.

Aim of the limitation order is to prevent excessive accumulations of inventory so as to insure more equitable distribution of the available supply.

While present production is sufficient to meet normal demand, re-

cent heavy buying has raised the possibility of a shortage. January domestic sales of 10,724,500 pounds of baler twine and 2,963,900 pounds of binder twine were double the December 1950 rate.

NPA pointed out that seasonal businesses may continue to stock advance inventories even though they exceed 60 days supply, provided such action can be shown to be a long-standing practice of such companies, and if it can be shown that such inventories are in keeping with current harvest demand for twine.



1866

# DEPENDABLE FOR 85 YEARS



1951

Great sales asset for F&W dealers is Flint & Walling's 85-year record of dependability. And no less valuable is F&W's ability to pioneer new pump developments and continually give its dealers fresh selling ammunition. Good examples are the water systems shown below. Each has engineering leadership for its type of pump.

With the F&W line you have the right pump for every well and for every capacity need. Write for full details on the line that's proved dependable for 85 years.

**FLINT & WALLING MFG. CO., INC.**  
619 Oak Street, Kendallville, Indiana

**F&W**  
WATER SYSTEMS

#### F&W VARI-VOL® Pump

Exclusive pump control system. 40-7000 gallon models. Available using free floating or distribution float and jet pumps. Also available the F&W VARIETY Pump which automatically switches from one to three stages pumping, with delivery up to 300 G.P.M. maximum.



#### Deep Well Jet Pump

Designed for deep wells, offers constant pumping pressure for irrigation, drainage, gravity and circulation.



**F&W 2-Stage Deep Well Jet Pump**  
Delivers 2-stage performance plus. New automatic control valve assures top performance under varying well conditions. Change the rotary seal in 15 minutes with special change cartridge.



#### F&W Multi-Forage Pump

Designed for irrigation, for deep wells, for drainage, for circulation, for gravity and for circulation. The unique float lever permits pumping up to 1000 G.P.M.

# Atlantic Steel Company

## Celebrates 50th Year

ATLANTIC Steel Company, Atlanta, Georgia, is celebrating its 50th anniversary this year.

Founded in 1901 by eight Atlanta business and professional men, the company was first named the Atlanta Steel Hoop Company and manufactured only cotton ties and cooperage hoop from steel purchased in Pittsburgh. Today, the company operates three open-hearth furnaces, is building a new 60-ton electric furnace, and manufactures 65 different products in thousands of sizes and shapes.

In conjunction with the company's anniversary celebration, Charles F. Stone, Chairman of the Board, has authored a book "The Story of Dixisteel," which covers the history and growth of the company during its first 50 years. The book will be sent to the company's customers and friends, and to various libraries and colleges.

The company's eight founders are listed in the book as: Dr. Abner W. Calhoun, George W. Connors, Charles E. Currier, John N. Goddard, John K. Ottley, J. Carroll Payne, Samuel T. Weyman and Frank Hawkins, the only living member of the group.

In 1906 the company's name was changed to Atlanta Steel Company, and its present name was adopted in 1915. In 1922 Mr. Stone, then sales manager for the company, created the widely-known "Dixisteel" trade-mark. He saw in the combination of words a natural link between the South and the company's southern-made products.

Mr. Stone became president of Atlantic Steel Company in 1932 and remained in that capacity until 1947, when he was made chairman of the board.

He was succeeded to office by Robert S. Lynch who joined the firm in 1944 as general superintendent. Mr. Lynch was formerly superintendent of operations for the Alloy and Stainless Steel Division of Republic Steel Corporation, Massillon, Ohio, before coming to Atlanta.

By 1906 the company was making its own steel and in 1925 established a record of producing

70,200 gross tons of ingot steel. Last year the company broke all previous records, including those established during the war years, by producing more than 200,000 net tons.

Announced earlier this year, Atlantic Steel Company is engaged in an expansion program during its anniversary year which the company expects to result in a 50 percent increase in the production of steel and to double the company's output of rolled products.

Atlantic Steel Company engaged in various expansion programs between its March 5, 1901, founding date and World War II. But it was following the war that the company entered into its greatest plant improvement and development undertakings.

In 1939 the special products department was added to produce forgings and stampings for an expanding southern industry and to provide such facilities as heat-treating, electro-plating, galvanizing, threading, upsetting and rotoblasting.

In 1947 the company opened a warehouse division to serve small steel users in the area. In addition to warehousing some of its own products, this division is also an

outlet for many ferrous and non-ferrous products not products of Atlantic Steel Company.

The company's three open hearth furnaces, blooming and billet mills, two hoop mills, wire, rod and nail mills, together with its shops and other facilities sprawl over a 200-acre area. The company now employs more than 2,000 people.

### S. L. Allen Plans Increase Of Planet Jr. Seeders . . .

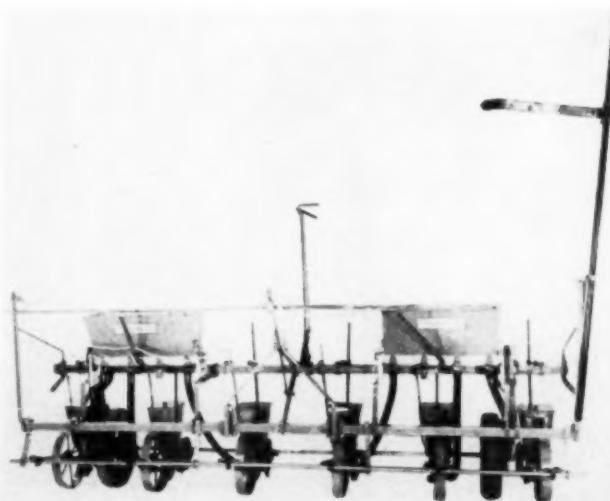
S. L. ALLEN & CO., Inc., Fifth St. and Glenwood Ave., Philadelphia 40, Penn., is planning increased production on the Planet Jr. Big Six Seeder.

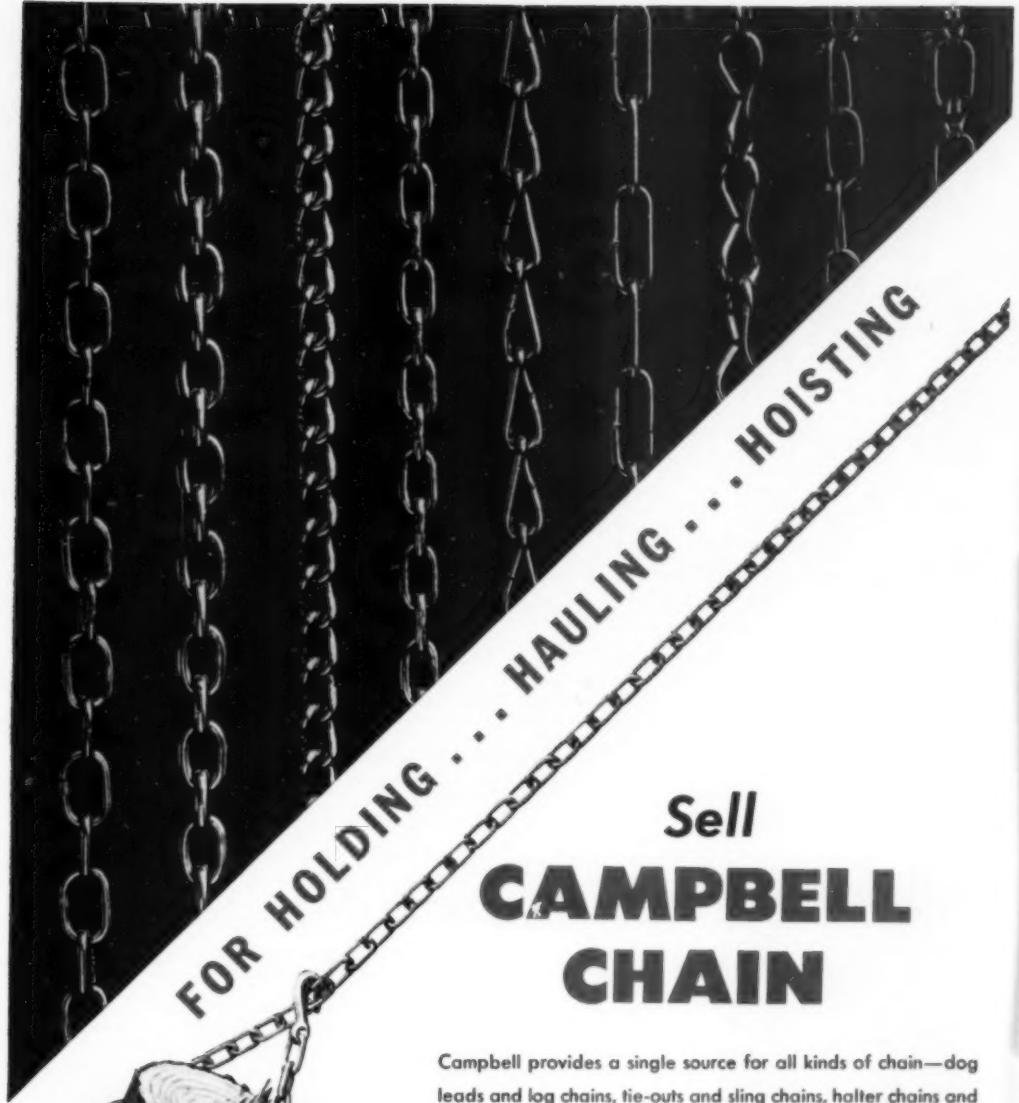
Said to have outstanding advantages to large scale commercial growers for planting most everything grown in rows, it plants six rows up to 24" apart, or four rows up to 42" apart, and almost any combination between.

The seeder may be used with general purpose tractors, with either Universal hitch (pin type) or a special hitch for tractors equipped with three point hydraulic lift.

Uniform seeding is accomplished through thin seeding plates of which there are three, with each unit, providing 39 different size holes for many kinds of seeds. The hopper capacity is listed as 10 quarts.

A fertilizer for use with the machine when seeding also is available.





Campbell provides a single source for all kinds of chain—dog leads and log chains, tie-outs and sling chains, halter chains and binding chains . . . chain for every need. And Campbell Chain is packaged for profit—easier to stock, display, and sell.

Ask your wholesaler—or write direct—for complete information.



**CAMPBELL CHAIN Company**

Main Office—York, Pa.

Factories—York, Pa., and West Burlington, Iowa



Jerry Donovan, center, president of Southeast Tractor & Equipment Co., Nashville, receives a special award from Harry Ferguson, Inc., Detroit, Mich., as national champion in the company's "Farming Today" sales promotion contest. The presentation is made by Curry W. Stoup, left, general sales manager of the company, while James Carter of Southeast Tractor, right center, and Martin Frasch, right, of Cortland, New York, look on. Mr. Donovan and members of his organization won both the organizational and individual awards in the contest, which was open to Ferguson personnel all over the United States.

#### L. C. Hester, Disc Plow Co. Founder, Dies . . . .

LEVI C. HESTER, 84, founder and former chairman of the board of Hester Plow Co., Inc., Jacksonville, Florida, died in a Jacksonville hospital on March 26.



Levi C. Hester

A native of Henry County, Georgia, Mr. Hester moved to Florida with his father while still a young man. He was outstandingly successful as a farmer, saw mill operator and financier; but in later years forsook these interests to devote his full time to the development of patented disc plows.

No organization or policy changes are contemplated for the

immediate future, according to A. W. Brann, president and general manager of the Hester Plow Co., who was elected in April of last year to take over the active management of the corporation when Mr. Hester became chairman of the board.

#### Pick-Up Boosts Capacity Of New Holland Harvester

A NEW windrow pick-up on the New Holland field forage har-

vester to increase capacity through more positive feed action is announced by New Holland Machine Co., New Holland, Penn. Spring tooth reel and pick-up fingers give the same kind of clean-sweeping action found in New Holland baler pick-ups, engineers report.

Capacity in green hay crops is now up to 17 tons per hour, depending on length of cut and moisture content. Greater ground clearance gives additional protection against stones and rough ground.

Overall width is over 60 inches, with an effective pick-up width of 54 inches. The new pick-up, available for the first time this season, can be attached to self-powered or power take-off models of New Holland harvesters, it was announced.

#### Brown-Manley Plow Works Now Owned by Root Mfg. .

AN entirely new and separate company, the Root Manufacturing Co., of Malto, Ohio, now owns the properties and operates the factory where Root dusters were previously manufactured by the Brown-Manley Plow Co.

R. W. Merritt, whose experience with Root dates back almost to the inception of Root products, is vice president in charge of sales for the company.

A completely new catalog, showing the full line of Root hand and power dusters, has been published and is being distributed among dealers and wholesalers in the hardware, farm equipment, and seed trades. Copies are available on request to the manufacturer.



NOW FOR THE  
COTTON  
COUNTRY

# THE GREATEST SPRAYER BUY YET

PRICED  
WITH THE  
LOWEST



DESIGNED & BUILT BY  
**COMFORT**  
THE CHOICE OF  
DEALERS IN THE MIDWEST  
FARM COUNTRY

**COMFORT**  
T. M. Reg.  
CULTIVATOR MOUNT  
**COTTON SPRAYER**

PATENT PENDING

**Dealers Prefer The Leader in Sales.** In independent surveys conducted by a leading dealer publication and 7 leading state farm papers, more dealers in 9 leading farm states expressed a preference for **COMFORT** Sprayers over any of more than 70 other brands.

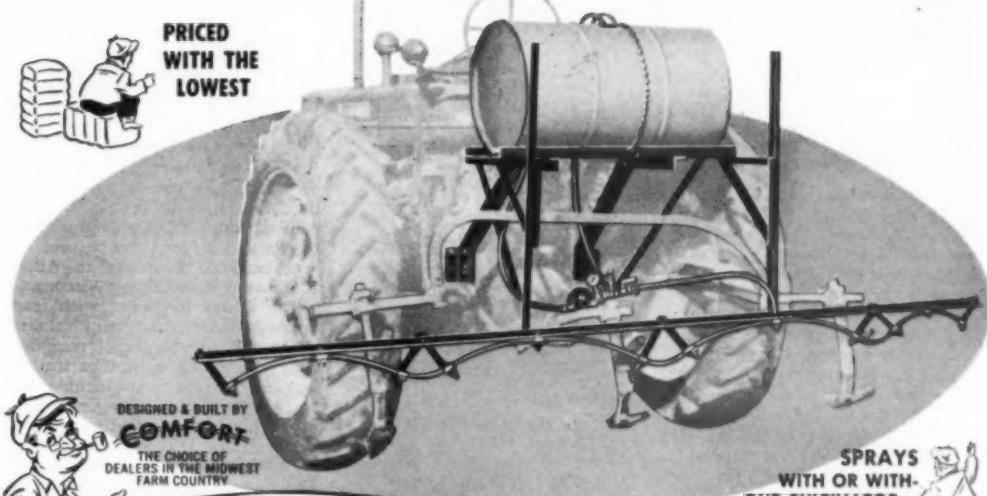
That's pretty good evidence this new **COMFORT** Cotton Sprayer is worth investigating yourself. It's tested and proved, backed by a dependable manufacturer, and priced to attract customers. So get the facts on **COMFORT** today.

A GENUINE  
**COMFORT**  
PRODUCT

Order through Your Jobber or Write Direct

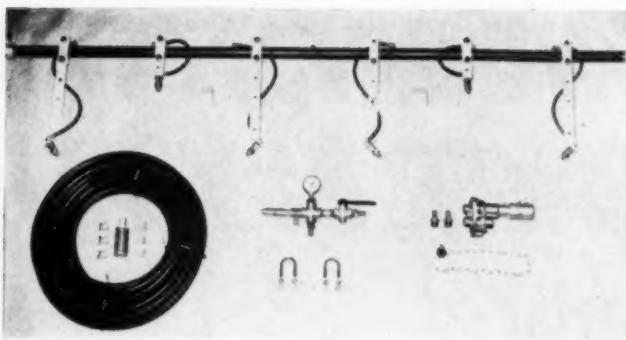
**COMFORT EQUIPMENT COMPANY**

SPRAYS  
WITH OR WITH-  
OUT CULTIVATOR



- 1 Easy to mount with or without cultivator.
- 2 Engineered for attachments for other crop spraying. Adjustable nozzle spacing for any width row. Adjustable boom height.
- 3 Extension booms available to convert standard 2-row model to 4 or more rows as illustrated above.
- 4 Complete with adjustable drops for between-row spraying.
- 5 Hollow cone tips (specified by cotton spraying experts) standard equipment.
- 6 Full floating gear operated positive pressure pump.
- 7 Chemical resistant hose. Rugged construction throughout.
- 8 Complete—nothing else to buy. Uses any standard 55 gal. drum (not furnished.)

MAKERS OF **COMFORT**  
MULTI-PURPOSE FARM  
SPRAYERS  
•  
HI-PRESSURE  
STOCK SPRAYING UNITS  
•  
BOOM JET SPRAYERS FOR  
INSECTICIDE AND  
RIGHT-OF-WAY SPRAYING



### Kromer Offers New Cotton Sprayers . . .

O. W. KROMER Co., 1120 Emerson Ave. North, Minneapolis 11, Minn., has developed two-row and four-row cotton sprayer kits and complete cotton sprayers in cooperation with the National Cotton Council and the U. S. Department of Agriculture.

Specially developed nozzle drops permit spraying with one, two or three nozzles per row, depending upon the size of the cotton plant. The drops are adjustable for all row spacing and plant height. Sprayers are furnished with hollow-cone or fan-type nozzles for application rates of one gallon per acre or more.

Kromer's steady flow pressure regulator maintains constant pressure for accurate spray application. Complete sprayers in kit form in two and four row sizes are available for mounting on cultivators so farmers may accomplish two jobs in one operation.

Single and double barrel mounts are available for all tractors.



Model B has a larger, more powerful drive unit. Its chain will withstand 15,000 lb. test, and it will handle up to 50 cows.

Model C, called the Super-

Power cleaner, is made for the extra large dairy of 50 to 100 cows. The chain is heat-treated and will withstand over 20,000 lbs. pull. The drive unit has heavy-duty steel gears, sealed ball bearings and safety release.

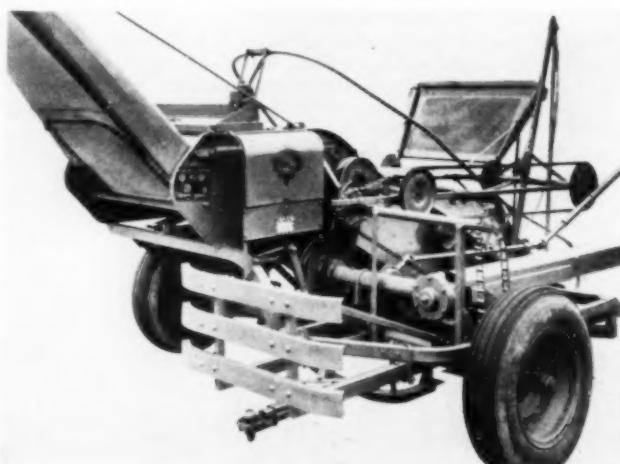
Each cleaner has one drive unit, one chain and one motor. Requiring no pit, each of the cleaners may be installed in old or new buildings and in many and various positions in the barn.

### A-C Harvester Attachment Facilitates Truck Loading

WITH the new rear truck delivery attachment installed on the Allis-Chalmers forage harvester, trucks can be loaded behind the harvester as readily and conveniently as trailed wagons, or trucks and wagons can be used in combination, according to Allis-Chalmers, Milwaukee, Wisconsin.

The forage harvester with rear truck delivery attachment retains all of the advantages of rear delivery to trucks, as well as trailed wagons. Attachment includes a sturdily built rear bumper assembly which bolts rigidly to harvester frame without drilling any additional holes. It also includes an 18-inch extension on rear delivery chute which mounts between regular chute and deflector hood.

Bumpers on front of truck and rear of harvester protect both machines. The truck operator may trail harvester and synchronize forward travel without risk of damage to either unit.



### Clay Gutter Cleaners For Every Size Barn

CLAY Equipment Corp., Cedar Falls, Iowa, announces three new, different size barn cleaners to meet the requirements of dairymen having either small or large herds.

Model A is the economy-engineered cleaner, designed especially for the small herd owner. Costing less, it will handle up to 25 cows. The chain on this model has passed 10,000 lbs. strength test. Drive unit is lighter, and the unit features a safety release.

## Roth to Represent Chapin Sprayer Line

KENNETH R. ROTH, Asheville, North Carolina, has been appointed manufacturer's representative for the R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.



Kenneth R. Roth

Mr. Roth will represent the complete Chapin line of hand and tank-type sprayers in Tennessee, Virginia, North Carolina, and South Carolina.

He was formerly with the House-Hasson Hardware Co. of Knoxville, Tenn., where his father was a director and co-founder of the firm.

## New Massey-Harris Planting Tool Catalog

RECENTLY published by the Massey-Harris Co., Racine, Wis., is a new color catalog featuring the company's high speed planting tools, including the complete line of grain drills, press drills, combination drills, drill corn planters, listers and bedders.

Features shown for better seeding include big, free-flowing grain boxes, quick-acting power lift, multiple gear disc, custom designed attachments. All planting tools are available for use with the Massey-Harris Depth-O-Matic 2-way hydraulic system.

Copies of the catalog may be obtained free from the manufacturer.



Preferred power on orchard sprayers and other orchard equipment — the world's most widely used single-cylinder gasoline engines on machines and tools for industry, construction, railroads, oil fields, etc., and on appliances and equipment for farm and home.

THIS TRADE-MARK is your guide to all that is best in 4-cycle, single-cylinder, air-cooled gasoline engine performance.  
Briggs & Stratton Corporation,  
Milwaukee 1, Wis., U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.



for EXTRA Sales, Repeats, Profits!

## BILLINGS LIFE-TIME® WRENCHES

Handsome, sturdy, sales-building Billings ROLLPACS of wear-resisting plastics merchandise and sell famous LIFE-TIME Wrenches! ROLLPACS have individual pockets of transparent plastic to display each wrench — make selection easy!

SIX . . . COUNT 'EM . . . SIX — different ROLLPAC Wrench Sets sell most popular sizes and styles of Wrenches! Engineers' — Combination — 15° Box — 45° Box.

**MERCHANDISERS . . . for EVERY STORE  
EVERY SALES SITUATION  
EVERY CUSTOMER**

# BILLINGS®



Catch those Extra Sales with: LIFE-TIME Display Boards  
Vitalloy Socket Display Board • Billings MAGIC CLERK • Billings ROLLPACS  
Ask your wholesaler about 'em!

THE BILLINGS & SPENCER CO., HARTFORD, CONN. U.S.A.

### Dahlman Introduces New Kut-Rite Straw Chopper \*

DAHLMAN Equipment Sales Co., 605 Dyckman Hotel Bldg., Minneapolis 2, Minn., has introduced the Kut-Rite straw chopper, designed to process and return all straw to the soil, to give soil maximum and uniform fertility. With its impact knives, adjustable feeder grids and specially designed spreader channels, the Kut-Rite is said to insure maximum rebuild through the return of straw to the soil.



The unit operates on any combine, with a minimum amount of power. It eliminates the need of windrow burning and its even distribution of straw is said to hold moisture from rain and retard erosion caused by heavy run-offs.

The Kut-Rite fits any combine and is easy to mount, the manufacturer reports.

\*

### F&W Offers New Dealer Aids for Promoting Pumps

FLINT & WALLING Mfg. Co., Inc., Kendallville, Ind., has made available new aids to assist F&W dealers in selling F&W water systems. One of these, a 14 x 22 inch Point of Purchase display card silk screened in three colors, identifies the retailer as an authorized dealer of F&W water systems.

Another aid is the new revised Pump Capacity Selector, which gives complete specifications and capacities of all F&W deep well jet

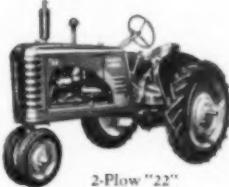
# You Sell More Power, Longer Life, Greater Economy, Better Tools

**WHEN YOU SELL MASSEY-HARRIS TRACTORS — 6 POWER SIZES, 28 MODELS**

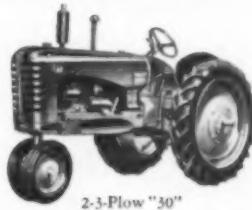
**Massey-Harris Tractors are built in 6 Power Sizes • 28 Models**



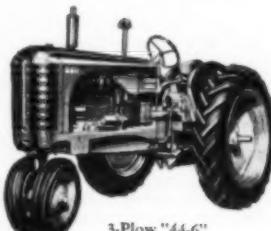
1-Plow "Pony"



2-Plow "22"



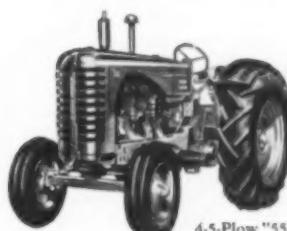
2-3-Plow "30"



3-Plow "44-6"



3-4-Plow "44"



4-5-Plow "55"

**Y**OU have more of everything to talk about when you sell Massey-Harris Tractors. You can talk about more power. You can point to the longer life of Massey-Harris Tractors. You can stress the greater economy of Massey-Harris Tractors.

You can feature the ease of handling . . . the two-way Depth-O-Matic hydraulic system that powers tools into the ground as well as out of the ground . . . the complete line of mounted and semi-mounted tools that are easier to attach and detach, that do a better job, that are more convenient to adjust for various working conditions.

And . . . you can offer this economical, dependable, convenient power in six basic power sizes and 28 different models for every farm, crop, and purpose.

Look into the Massey-Harris line of tractors . . . combines . . . tools and equipment. You'll under-

stand why Massey-Harris is the fastest growing full line farm machinery . . . why more and more farmers are saying "Make it a Massey-Harris."

## The MASSEY-HARRIS COMPANY

Quality Ave. • Racine, Wisconsin

Branches in Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Des Moines, Iowa; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Phoenix, Ariz.; San Fran., Calif.  
Sub-branches: Enid, Okla.; Fargo, N. D.; Grand Forks, N. D.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

*Make it a  
Massey-Harris*



pumps on a single 5 x 8½ inch selector. It selects instantly the particular pump required for any individual requirements.

A new consumer booklet, "Running Water for Rural Homes," is available for prospect use. In three colors, it answers many questions relating to home water supply and how to select the proper system. The F&W line of pumps is briefly pictured and described.

A new direct mail literature piece will be prepared for each

group of new ads, which are reproduced on 19 x 24 inch sheet in two colors and folded as a convenient self-mailer. Under each ad is listed the publications and issue dates.

Another help for dealers is a 3-ring binder, designed in three colors to hold all F&W catalogs, literature and other information. Several other aids are being designed and produced to assist F&W dealers. All aids will be distributed through F&W sales representatives.

#### **Massey-Harris Issues New Tractor Catalog**

**T**HE Massey-Harris Co., Racine, Wis., has announced that its new 1951 tractor catalog is available for distribution. Printed in four colors, the 48-page catalog illustrates and describes the complete Massey-Harris tractor line, including 28 models in six power sizes.



Each model is fully described and followed by a section on custom designed mounted and semi-mounted implements adaptable for Depth-O-Matic 2-way hydraulic system.

Also featured are Western, Rice-land, Orchard, Vineyard, 44 and 55 Diesel models. The center spread is devoted to a cross sectional view of the 44 tractor. Completing the catalog is a composite specification section.

Free copies of the catalog are available from the manufacturer on request.

## **Louden Issues New Better Barns Book**

**A** NEW idea in farm equipment catalogs, covering completely both barn planning and equipping, is the recent edition of the Barn Plan Book and Catalog No. 84 issued by Louden Machinery Co., Fairfield, Iowa.

Attractively printed in three colors and containing 100 pages of illustrations, blue prints and suggested material to use in building, the book describes how to arrange buildings for efficient production.

The book is divided into three sections. The first section shows how better barns through modern steel equipment mean greater efficiency and sanitation, increased production, and more net income. The next section presents the complete line of Louden barn hardware and equipment, while the third part is devoted to barn planning.



The Dairymen with the Larger Herd who wants the milker that won't cause "Up-and-Down" milking losses...  
**LOOKS TO THE DE LAVAL MAGNETIC SPEEDWAY MILKER**



The Smaller Herd Dairymen who plans to expand and wants a milker that is low in cost and high in performance...  
**LOOKS TO THE DE LAVAL STERLING SPEEDWAY MILKER**



FARM FAMILIES EVERYWHERE

# LOOK TO DE LAVAL

For Better Products  
For Better Farm Incomes... And Better Farm Living



The Farmer's Wife who wants the space saving 17 cu. ft. freezer in a 12 cu. ft. cabinet...  
**LOOKS TO THE DE LAVAL MODEL F-120 SPEEDWAY FOOD FREEZER**



(or to the Model F-80 De Laval Speedway Food Freezer, the 8 cu. ft. freezer in a 4½ cu. ft. cabinet.)



The Small Herd Owner who wants the milker made just for the man who milks 10 cows or less...  
**LOOKS TO THE DE LAVAL STERLING SPEEDETTE MILKER**



The Farmer who wants to be paid for all the cream his cows produce...  
**LOOKS TO DE LAVAL CREAM SEPARATORS**



The Farmer who wants premium milk with no rejections...  
**LOOKS TO DE LAVAL SPEEDWAY MILK COOLERS**



The Dairymen who wants to be sure of low bacteria counts...  
**LOOKS TO THE DE LAVAL SPEEDWAY WATER HEATER**



The Progressive Dairymen who wants to cut costs and increase dairy profits...  
**LOOKS TO DE LAVAL COMBINE MILKERS**



**YOU  
CAN LOOK TO  
DE LAVAL...**

for a profitable dealership that will serve the needs of the farm families in your area who have the desire to buy, the cash to buy with... and who look to De Laval's Better Products for Better Farm Incomes and Better Farm Living.

Write Your Nearest De Laval Office  
For Full Dealership Information



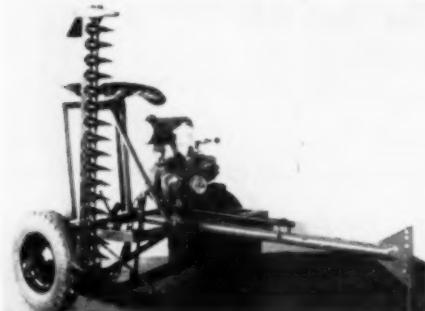
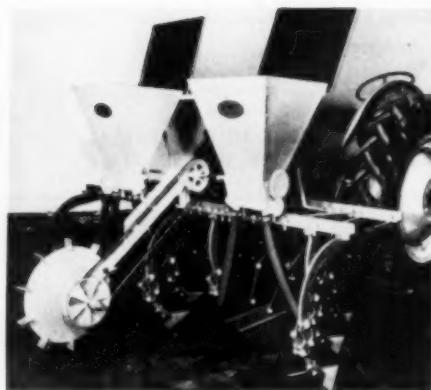
An outstanding feature of the book is the information on "Planning Better Barns and Specifying Equipment."

### Acme Introduces New Tractor Mowing Machine

**A**CME Manufacturing Co., Inc., Brevard, N. C., has introduced a new mowing machine for use with all garden and small farm tractors. Due to its engine-powered blade that enables it to cut its way through even the heaviest weeds or brambles, little power is re-

quired, and even the small 1½ h. p. garden tractors afford ample power, it was announced.

Right: new side dresser for tractor-mounted cultivators recently announced by L. H. Schultz Mfg. Co. Large capacity hoppers hold over 100 lbs. of ammonium nitrate each and are 48 inches from the ground for easy filling. The unit is available for all Ford, Ford-Ferguson and Ferguson tractors



Left: new mowing machine recently introduced by Acme Mfg. Co. for use with all garden and small farm tractors. The unit is recommended for weed and grass control in parks, large estates, etc., and for small hay acreages

quired, and even the small 1½ h. p. garden tractors afford ample power, it was announced.

Advantages of the Acme power mowing machine include its 36" blade extended to the side of the machine so that cut grass is left in a smooth windrow and the machine does not clog or require stops to clear the blade.

Power for operating the blade is supplied by a Continental red seal engine, with speed kept constant by means of a governor. No effort is required to start or stop the blade in that the power is through an automatic clutch which starts the blade when the throttle is opened and stops it when the throttle is closed.

The long mounting arms which carry the blade are designed so that the blade runs smoothly when elevated above or lowered below center when cutting the faces of terraces or inside ditch banks.

The unit is said to be ideal for weed and grass control in parks, cemeteries, large estates, etc., and to provide field mowing facilities for small growers who wish to make acreages of hay.

## "If "EMPIRE" Built It—I'll Buy It!"



"EMPIRE's" properly balanced tillage tools make the job easier, do the work faster and last longer.

Farmers who know good tillage tools have preferred "EMPIRE" built products for 5 generations.



(1840) THE EMPIRE PLOW CO.

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

### Schultz Side Dresser Available to Trade ..

**A** NEW side dresser for tractor-mounted cultivators is now available for all Ford, Ford-Ferguson and Ferguson tractors. According to the manufacturer, L. H. Schultz Mfg. Co., Rochelle, Illinois, and Waterloo, Iowa, the Schultz side dresser can be mounted in 30 minutes or less. It has no connections to the tractor, and is stored with the cultivator, requiring no extra space.

# He's interested in ONLY ONE PUMP!

by J. B. Darden, Asst. Sales Manager

Water Systems Division, Goulds Pumps, Inc.

That's right, when a customer comes into your place, he's interested in just one pump — *the pump that will do his job best!* If you don't have that pump, you won't sell him — or you shouldn't. Installation of a pump that is wrong for the particular requirements only leads to a lot of grief, as I'm sure some of you have found out by this time.

The point is — you must have a pump that's right for every job, or you can't hope to satisfy every customer.

## One Line is Enough

That doesn't mean that you have to go to the time and expense of doing business with every water systems manufacturer in the country. It's a lot more profitable to handle only one line — but *that line must be complete!*

It must include water systems designed for service with any imaginable water source, with any sort of power. Pressure and capacity ranges must be broad enough to cover every application. The demands of the many different kinds of irrigation — and other special requirements — must be provided for. And, of course, dependability and economy must be "engineered into" every unit in the line.

## Goulds Line Complete

There is such a line available to you today. It's the Goulds line, developed to offer you a single outstanding source for all your water systems requirements. After years of study, research and development, we know that today's Goulds line is truly complete.

Doesn't it make sense to join the thousands of water systems dealers who have found that Goulds complete line does the most thorough job for them? Stock and feature the whole Goulds line—and show every prospect the *one pump* he wants to buy.

## Literature Available

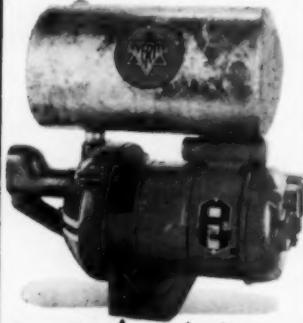
We'd be happy to send you details on how the complete Goulds line can boost your water systems profits. Write our Sales Promotion Department, Seneca Falls, N.Y.

A few of the many outstanding units in

**GOULDS  
COMPLETE  
LINE**



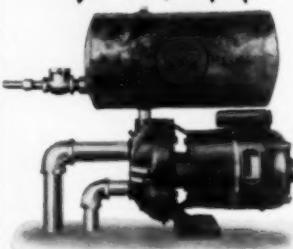
(Advertisement)



**NOT ONE... BUT**  
**two new**  
**profit packed**  
**pumps**

Fig. 4003-4004  
**shallow and deep well**  
**Jet Systems by**

**EVERITE**



- Greater Capacity per dollar.
- Low Installation Cost.
- Priced Right.

**FREE.** Send for this Bulletin No. 300. It gives complete details on the profitable Everite Horizontal Jet line that will mean faster profits for you.



**EVERITE**  
**PUMP & MFG. CO.**  
 614 N. Prince Street, Lancaster, Pa.

"Makers of a Complete Line of Quality Water Systems for over 27 years"

The side dresser drive wheel is locked in a vertical position when cultivator alone is used. The agitator is built in and a positive flow of fertilizer is provided by a worm feed that automatically stops when cultivator is raised at the end of a row. Thus, no fertilizer is wasted, it is claimed.

Large capacity hoppers hold over 100 lbs. of ammonium nitrate each and are only 48 inches from the ground for easy filling. A wide range of material flow is provided by two gear ratios and a variable sheave to provide a range of from 40 to 340 lbs. of fertilizer per acre. All surfaces exposed to fertilizer are protected with an acid resisting coating. Shipping weight is 168 lbs.

"We call on farmers and ranchers in our area, no matter what kind of tractors they own," explained Walker. "We offer everyone the use of our fast service. Often, a farmer is about to quit his plowing to make a trip to town to pick up or order feeds, fertilizer, etc. Many times we are able to use the mobile telephone to call the dealer and have the merchandise delivered, thus saving the farmer a trip to town. This extra service builds goodwill for the company, for it makes farmers feel that we are interested in them and their farming operations."

#### A Forward Look

(Continued from page 82)

more than 500,000 miles of rural electric lines in the open country—in both cases, nearly one-half the nation's total.

Farm wiring for electricity has been going forward in the South during the past five years at the average annual rate of more than 29,000 farms each year.

In connection with the rapid growth and expansion of rural electrification, the following facts as they apply to the South are both gratifying and amazing:

(1) In every year since the close of World War II, the South has wired for electric service more farms than all other sections of the nation combined.

(2) In 1950 the Southern states electrified more than twice as many farms as all other states of the nation combined.

Mechanization along all lines will continue in the South as fast as conditions permit.

But there will be obstacles to progress. If recognized and understood, they may be overcome; some may be completely removed. There are, for instance, many small farms, the framework of the old one-horse farm pattern, the need for land clearance, and possible restriction upon the use of steel.

**SMALL FARMS:** In the South there are 600,000 "farms" with less than 10 acres of cropland—more than one-tenth of the nation's farms. Many of these are the country homes of industrial workers; some are subsistence farms. These places will, of course, never conform to national standards for commercial farms; but all can use a complete complement of modern equipment. In fact, the smaller the production unit, the more impor-



\* R. R. Skibiski, President of  
Roman R. Skibiski, Inc.,  
Sunderland, Mass.

**Here's what Mr. Skibiski says about  
Farquhar IRON AGE Farm Equipment—**

"We have sold Farquhar Iron Age Farm Machinery for many years. Due to the dependability of Iron Age products and the fine way that the Farquhar Company stands back of its products, we have had many repeat sales. Farmers in our territory prefer Iron Age Machinery to any other."



**New Iron Age Tall-Trac Sprayer**

This unique, self-powered, Iron Age Tall-Trac for spraying protects corn, tobacco and other crops too high for ordinary sprayers. Folding booms adjustable for under clearance up to 7 feet. Tread adjustable up to 144 inches. Complete line of Iron Age folding booms for high or low pressure work. Tall-Trac Dusters also available.

# "Farmers Prefer **IRON AGE**"

says prominent Massachusetts Farm Equipment Dealer\*

That's what dealers all over the country are saying . . . "Farmers in our territory prefer Iron Age!" You, too, can make more sales . . . increase your volume . . . with the exclusive features that keep Iron Age sales skyrocketing higher year after year! Look over the Farquhar Iron Age line! Send the coupon for complete information about a Farquhar Franchise for your area.



**New Iron Age Orchard Mist Sprayer**

Double axial blowers spray from either or both sides, high pressure breakup assures right droplet size and unique nozzle arrangement directs mist in uniform velocities and quantities to top and bottom branches.



**IRON AGE "LIVERMON"  
PEANUT COMBINE**

A true combine in its operation! It picks up the vines from the windrow, feeds them through the picking unit, and bags the thoroughly cleaned peanuts—all in one operation! The Iron Age Combine is a tractor-drawn, two-man-operated unit: one man operates the tractor, while the other rides on the bagging platform.



**IRON AGE SPRAYERS**

Complete line of low and high pressure sprayers for orchard, row crop, cattle and pen spraying. Available with booms, guns, single or double spray heads. Designed for maximum coverage at amazingly low cost!

Here are some of the features of the new Farquhar Combine: Positive feed pickup, made of steel for durability. Clutch conveniently located for easy stopping and starting of the unit. Completely adjustable intake cylinder with adjustable spikes. Self-aligning anti-friction main bearing, permanently sealed against dirt and weather. Heavy chain and sprocket drives at front cylinder and pickup for positive action.

----- MAIL TODAY FOR INFORMATION -----

**A. B. FARQUHAR COMPANY**

*Farm Equipment Division, 1993 Duke St., York, Penna.*

You bet I'm interested in increasing my profits with the Iron Age Line.  
Send me details, quickly!

Name.....

Company.....

City..... Zone..... State.....

**Farquhar**  
**IRON AGE**

YORK, PA.  
POTATO AND VEGETABLE PLANTERS • TRANSPLANTERS  
SPRayers • DUSTERS • POTATO HOGGERS • WEEDERS  
MANURE SPREADERS • CONVEYORS • JUICE PRESSES

**PLANT AND SPRAY THE IRON AGE WAY**

# It's RED JACKET in '51

FOR A COMPLETE  
LINE OF PUMPS AND  
WATER SYSTEMS



#### FOR HOME, FARM and INDUSTRY

Now you can depend on a single source of supply for your pump requirements. Now you will be able to offer from Red Jacket's complete selection, a pump that will meet the needs of over 90% of your trade. The new Centri-Jet "A" model shown above is just one of the many modern, quality-built, compact, service-free groups in this great extensive line.

#### THE CENTRI-JET "H" LINE

This new line of single-stage horizontal type injector pumps is a companion line to the multi-stage units above. Included are design and operation features that make this line of pumps the most economical to install and operate with a minimum of service and maintenance.

#### THE RED JACKET-REDA LINE

Here is the latest in pumping equipment, the new "Submerg-a-Pump." The pump that is completely submerged in the well—out of sight. Pump and motor are close coupled and are lubrication free. Available in a wide range of sizes for wells as small as 4" in diameter. The pump you don't see — can't hear — never lubricate. Requires only one small pipe from pump to tank.



Write for catalog showing complete line, range of sizes and prices.  
Address Dept. SH.

**RED JACKET MFG. CO.**  
DAVENPORT, IOWA

"The Choice That Makes Friends"  
Since 1878

tant efficiency becomes.

**ONE-HORSE FARM PATTERN:** The older states of the South—not including Florida, Oklahoma, and Texas—established farming operations on the basis of how much land one family with one mule could handle; a hand job—cotton picking—limited the size of the unit, which the Bureau of the Census recognized as a farm. While hand labor methods in cotton growing no longer dominate any section of the South, the framework of the old pattern remains. This accounts for the relatively small farms and the dense farm population of the Southeast. The complete eradication of the last vestige of the pattern—now going forward with great rapidity—will be a boon to efficiency and the use of modern equipment.

**LAND CLEARANCE AND PREPARATION:** For rapid expansion and profitable use of power machinery, millions of acres in the South must be cleared of brush, scattered and worthless trees, gullies, and such obstructions as old bench terraces.

**RESTRICTIONS IN THE USE OF STEEL:** Inadequate supplies of steel to makers of farm machinery and equipment could slow down the progress of mechanization. It was stated (*Wall Street Journal*, April 12) that U. S. Steel controls only half its output due to defense requirements.

In calculating the farm mechanization needs for steel, government officials must not overlook the needs and contributions of the South. Some of these officials in the past have not thought of the South as a major source of food; yet, it is the most diversified farm production area of its size in the nation. No section adds so much variety to the nation's diet. And no region can contribute more additional workers to defense jobs. This is important. The nation's present industrial labor force is not large enough to carry out in full the Government-projected defense production program for 1952, and at the same time protect the citizens of our country from serious inflation by making available an adequate supply of civilian goods.

Several factors are favorable to a speeding-up of farm mechanization in the South.

Among these the making of machines and equipment adapted to Southern needs is first in importance. Many examples may be cited: cotton pickers, tree planters,

machines for harvesting sugar cane, peanuts, and sweet potatoes. Then, there is much supplementary equipment such as equipment for curing hay in barns and driers that make it possible to combine rice. These are but a few of many that are adding to the profits of Southern farmers.

Equally important is the fact that every year Southern farming tends to become more like farming in other regions—in the rapid expansion of livestock and poultry enterprises, and in the growing of grass, grain, and other feeds. This simplifies the mechanization problem, because these enterprises have long been mechanized.

#### The Need for Power

As one studies the prevailing rates in nonfarm occupations, it becomes increasingly clear that today's high wages are the result of greater output per worker due to better tools and the greater use of power. Farmers must take full advantage of the same opportunities, if they are to enjoy a "parity" of income. With this conclusion thoughtful Southerners seem to be in complete agreement.

The South's farmers, especially the young veterans of World War II, who, within a few years will operate one out of every ten farms in the South, did not fight a mechanized and mobile war to come home to use hand tools. To their minds Edwin Markham's classic poem, *The Man With the Hoe*, does not present the picture of a present-day American. They want power implements and electrically-operated equipment.

#### How They Are Building Shop Volume . . . . .

(Continued from page 80)

men are now going into the field and buying machinery for reconditioning.

Radio advertising is seasonal. The first three months of the year and the weeks in advance of the fall season are selected for daily spot announcements on a news broadcast at 6:30 a.m.

Direct-mail advertising is given full play. Taylor insists that second-class mail is wasted effort, and always uses first-class mail for the 1,000 names on his list.

Twice a year a multigraphed letter promoting service goes out. These letters are timed to reach farmers before they will need their

# NEW IDEA proudly adds to its line...



## BULLETIN

The acquisition of the Horn Manufacturing Company by the Avco Manufacturing Corporation brings together two outstanding farm equipment lines — NEW IDEA-HORN.

Horn products will be distributed by the New Idea Farm Equipment Company in the future, making the New Idea line a broader and more profitable one—a New Idea franchise more valuable than ever before.

## HORN farm equipment

### HORN-DRAULIC LOADERS

3 models, 10 attachments for over 100 different tractors.

### HORN ALL STEEL WAGON BOX

Outlasts wooden boxes many times. Grain tight. Smooth sides and bottom. 100 Bushel Capacity.



### HORN SHREDDER

16 swinging hammers—3 separate cutting heads—simple to operate and maintain.



Push-Off Stacker



Horn-Draulic Large Standard



Horn-Draulic Small Standard



Hydraulic Grapple Fork



Horn-Draulic Loader Fluid



Leader Boom



Dirt Bucket



Bulldozer Blade

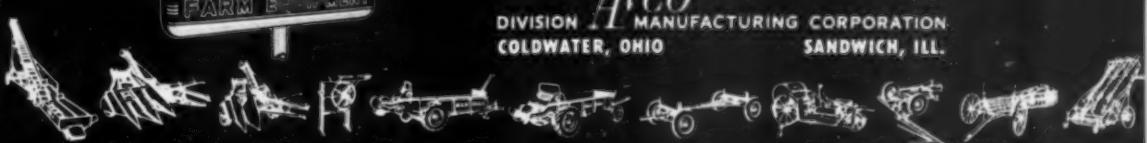


Buck Rake

# NEW IDEA

**NEW IDEA**  
FARM EQUIPMENT

AICO  
DIVISION  
MANUFACTURING CORPORATION  
COLDWATER, OHIO  
SANDWICH, ILL.



# HUME

MEANS A FULL

*Line*

**HUME  
PICK-UP  
REELS**



Pick up down-tangled crops of small grain and beans. Fit all combines.



**HUME  
Hydro-  
RIGID  
DISK  
FRAME**

Makes your PRESENT disk a rigid, hydraulic disk — disks better, stays sharper, easier to handle. Acts as a disk transport.

**HUME Perfo**

**CROP GUARD**

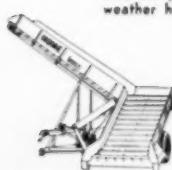
Allows for high-speed cultivation of small plants without damage from lumps, smothering.



**HUME  
TRACTOR-  
POWER**



Cuts and windsrows green crops in one operation. Loader, below, completes high-speed, all-weather harvesting operation.



**HUME  
GREEN  
CROP  
LOADER**

ALSO MANUFACTURERS OF Cut-Lode Harvesters, Litter Guards, Floating Cutter Bars. WRITE for details on the Hume line and franchises.

**H. D. HUME COMPANY**  
MENDOTA, ILLINOIS

## CLASSIFIED

### MANUFACTURER'S REPRESENTATIVES

Traveling Southern States for NATIONALLY ADVERTISED Farm equipment. Farm Specialties: PORTABLE BUZZ SAWS, TRACTOR SAWS, CORDWOOD SAWS, WAGON BOX UNLOADERS, ETC. Write stating qualifications to

**ROCKLIN SALES CO.**

Sioux City, Iowa

equipment for the heaviest work of the season, and they urge the reader to have repairs done before the shop is overcrowded.

These multigraphed letters often are filled in with the farmer's name and signed with a pen.

Once a year the entire mailing list receives a personal letter written in the office by the stenographer. All letters are headed and signed with a pen. The stenographer can turn out 15 or 20 a day in spare time, and by sending out a few each day the office is not swamped with the work of typing and preparing the letters for mailing.

All letters, whether multigraphed or typed, remind farmers that this store is headquarters for the parts he will need. As a result, parts business, since the beginning of the promotional program, has increased 300 percent.

To keep the \$30,000 stock of parts complete, perpetual inventory is used. Parts are checked and posted daily, one man giving his entire time to the job. M. S. Norsworthy, parts manager, places daily orders to keep stocks balanced. Once a month a stock order is placed for what the manager thinks will be needed during the next 60 days.

Parts volume is increased greatly by the periodic visits of the service man to farms where he further encourages farmers to have their equipment checked for needed repairs in advance of the time the equipment will be used.

In fact the primary message of all advertising centers in preventive maintenance. Through its advertising the company consistently urges the farmer to conserve old machinery by timely repairs as a means of keeping it in use as long as possible.

"Well-repaired old machinery can do the job." That is the service slogan that is used now. It helps to stretch scarce merchandise and to keep work coming into the shop. Farmers are taught that con-

tinuous maintenance of their equipment often doubles its life.

When the machinery user comes to the point where he feels he must trade in old equipment for new, this dealer is ready to make the trade, provided the old machinery can be rebuilt. Having learned that the service department actually can be made to pay off, Taylor and his sales force know that they do not have to accept junk in trade. The farmer who wants to trade-in worthless equipment is told frankly: "All trade-ins are rebuilt and sold. We protect our customers by selling them only equipment that will perform dependably."

### Key to Sales

(Continued from page 79) vide further opportunity for demonstrations. The company entered two contests last year conducted by the Future Farmers of America, and in one contest for plowing, finished first on tractor power alone.

Though they won no award, the farm machine they operated was competing with 12 other machines. The tractors stirred interest as a result of the pulling power exhibited and many inquiries followed.

Conscientious service at a reasonable price must back up sales, Gibson believes, "and the company service truck will be sent out as far as 35 miles, if called on an emergency.

"We want our service to be of benefit to the customer, and if we fail to accomplish that, we still want the customer to feel that he has been treated fairly," said Gibson and cited the case of a tractor that required field repair. The field man sent on the call believed he had put the tractor back into running condition when several days later the symptoms first complained of reappeared. Moreover, from constantly watching for the difficulty during the tractor's operation, the farmer was able to determine the trouble without help and had fixed the tractor himself.

Gibson's cancelled the charges on the field trip in what was termed fairness to the customer.

Four times a year the company sends out direct mail advertisements on sales and service to about 600 farms in this dairy and hay area. Overhauling farm equipment immediately after seasonal use is stressed repeatedly, and new features on new machines are announced.

# TWO FAMOUS NAMES IN FARM MACHINERY BECOME ONE IN THE PARADE OF PROGRESS!

MINNEAPOLIS-MOLINE ★ THE B. F. AVERY & SONS CO.



## NOTICE: TO ALL FARMERS AND TO ALL FARM MACHINERY DEALERS

Of Particular Interest To Users And Dealers of  
**B. F. Avery Products and Minneapolis-Moline Products**

By a vote of the stockholders of both companies, the B. F. AVERY & SONS COMPANY and the MINNEAPOLIS-MOLINE COMPANY were merged into ONE LARGER and stronger MINNEAPOLIS-MOLINE COMPANY—effective March 1, 1951.

The 125 years of pioneering experience of the B. F. AVERY & SONS COMPANY and the 85 years of progressive experience of MINNEAPOLIS-MOLINE in the farm machinery field are now consolidated for the purpose of better serving, both now and in the future, the owners and dealers of both B. F. AVERY and MM products.

Both AVERY and MM products are now backed by one of the largest, most experienced, and most progressive firms in the farm equipment industry.

Plans call for the full operation of all facilities. The AVERY plant will eventually be scheduled for the production of its full share of the complete MM line.

1951 planned production schedules of both lines will

be completed to the extent that materials are available.

The basic MM policy is to keep all employees on the job, and offer them opportunities for advancement.

The basic MM policy with regard to dealers is to offer its contracts to those now handling either or both lines wherever they meet the standards essential for the purpose of giving good sales and service facilities to the farmers in their communities.

MINNEAPOLIS-MOLINE COMPANY is recognized as a pioneer of progress in the farm machinery industry.

MINNEAPOLIS-MOLINE is famous for the way it serves its farmer customers with *parts* and *service* through established neighborhood dealers.

Farmers, everywhere, can now buy B. F. AVERY and MM products with complete confidence and assurance of CONTINUED PARTS SERVICE in the years ahead.

Progress will always be our watchword.

A Trademark of Quality  
Around The World



*Quality Control In MM Factories Assures Dependable Performance in the Field*

**MINNEAPOLIS-MOLINE**  
MINNEAPOLIS 1, MINNESOTA



I sell  
the finest...  
I sell  
**DEMPSTER!**

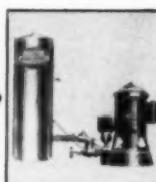
**because my customers want  
quality water systems...**

My customers seem to want every last dollar's worth of value—no matter what they buy. They don't plan on early replacement or needless repair. They expect and demand quality. I guess that's why the Dempster Water System is the farmer's favorite. He's seen that 73-year-old name on some of the finest farm machinery in the country. Dempster means quality that's guaranteed. The farmer knows it... and that's why he insists on items from the famous Dempster line.

**DEMPSTER—America's  
Quality Water System for the Farm!**



**SHALLOW-WELL JETMASTER**—Only one moving part. No special pressure tank required. Easy to install and exceptionally efficient.



**DEEP-WELL JETMASTER**—Ideal for offset installation or to be set directly over the well. Unusually simple in operation—only one moving part.



**DEEP-WELL WATER SYSTEM**—Positive lubrication. Modern design. Available for electric motor or gasoline engine operation. Can be supplied with windmill attachment.



**CENTRIFUGAL PUMPS**—Impellers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Timken bearings. There are no better irrigation pumps made than Dempster Centrifugal Pumps.

**America's Quality Line of Farm  
Water Systems**

Pumps • Tanks • Windmills •  
Irrigation Equipment

**DEMPSSTER  
MILL MFG. CO.**  
Beatrice, Nebraska

**DEMPSSTER**  
WATER SUPPLY EQUIPMENT

**ADVERTISER'S INDEX**

**A**

- Advertising Council Inc. .... \*
- Ajax Hardware Mfg. Corp. .... \*
- Alabama Mfg. Co. .... \*
- Alexander Mfg. Co. .... 111
- Allen & Co., S. L. .... \*
- Allis-Chalmers Mfg. Co. .... \*
- Aluminum Company of America 19
- Aluminum Goods Mfg. Co. .... Third Cover
- American Chain & Cable Co., Inc. .... 45
- American Manufacturing Co. .... \*
- American Pad & Textile Co. .... \*
- American Steel & Wire Co., Cyclone Fence Div. .... \*
- Ames-Baldwin-Wyoming Co. .... 14
- Amplex Engineering, Inc. .... 75
- Animal Trap Co. of America .... \*
- Atkins & Co., E. C. .... 75
- Atlanta Envelope Co. .... \*
- Atlantic Steel Co. .... 28
- Atlas Asbestos Co. .... \*
- Autoyre Co. .... \*

**E**

- Eagle Manufacturing Co. .... \*
- Eclipse Lawn Mower Co. .... 59
- Electric Wheel Co. .... \*
- Ellinor Village .... \*
- Empire Plow Co. .... 102
- Everite Pump & Mfg. Co. .... 104
- Fairbanks, Morse & Company, Farm and Ranch Publishing Co. .... 23
- Farm Tools, Inc. .... \*
- Farquhar Co., A. B. .... 105
- Federated Mutual Implement & Hdw. Insurance Co. .... 114
- Fitler Co., Edwin H. .... 73
- Fleming & Sons, Inc. .... 76
- Fletcher Terry Co. .... \*
- Flint & Walling Mfg. Co., Inc. 91
- Florida Fishing Tackle Mfg. Co. .... \*

**G**

- General Steel Warehouse Co., Inc. .... 61
- Goulds Pumps, Inc. .... 103
- Great Neck Saw Mfrs., Inc. .... \*
- Greenlee Tool Co. .... \*
- Griffin Mfg. Company .... 63
- Guaranteed Products, Inc. .... \*

**H**

- Hamilton Mfg. Corp. .... \*
- Hancock Mfg. Co. .... 67
- Hanson Scale Co. .... 72
- Heddon's Sons, James .... \*
- Herschel Mfg. Co., Inc., R. .... \*
- Hodell Chain Co. .... 10
- Horrocks Ibstock Co. .... 15
- Horton-Bristol Mfg. Co. .... \*
- Hudson Mfg. Co., H. D. .... \*
- Huenefeld Co. .... \*
- Hume Co., H. D. .... 108
- Hydro Engineering Co. .... \*

**I**

- Ingersoll Steel & Disc Division (Discs) .... \*
- Ingersoll Steel & Disc Division (Shovels) .... Back Cover
- International Harvester Co. (General Line) .... 81
- Irwin Auger Bit Company .... Front Cover

**J**

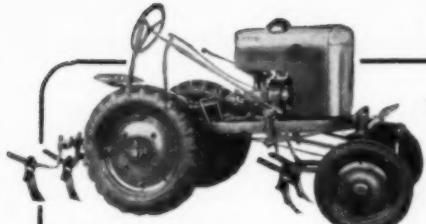
- Jackes-Evans Mfg. Co. .... 55
- Jacobson Manufacturing Co. .... \*
- Jones & Laughlin Steel Corp. .... 26
- Justrite Manufacturing Co. .... 17

**K**

- Keystone Steel & Wire Co. .... 87
- King Hardware Co. .... 11
- Klein & Sons, Mathias .... 69
- Kooiker Mfg. Co. .... 78

**L**

- Lamson and Sessions Co. .... 48
- Langley Corp. .... \*



**"DU-ALL"**  
Riding  
Tractor

**FLEXIBILITY OF USE** helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

**ECONOMY OF OPERATION.** Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline... give customers more for every dollar.

**FINE QUALITY AT LOWEST COST.** Simplicity of design, mass production techniques, over 20 years farm equipment engineering experience result in low-cost, dependable construction... the kind your customers want. Easy to start, easy to run... a child can operate any Shaw Tractor.

**ATTRACTIVE PROFIT MARGINS**

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities.

**SOME CHOICE DEALERSHIPS STILL OPEN**

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now.

**shaw**

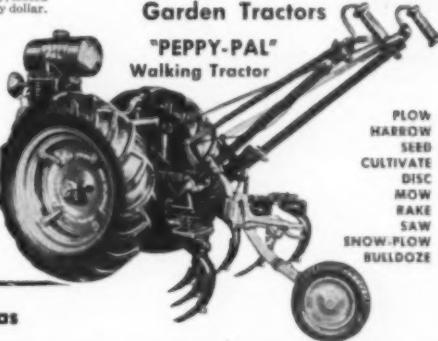
**MANUFACTURING CO.**

8306 Front Street, Galesburg, Kansas

Profit From A Tractor Line  
That Helps Sell Itself

# shaw

**"DU-ALL" and "PEPPY PAL"**  
Garden Tractors



**"PEPPY-PAL"**  
Walking Tractor

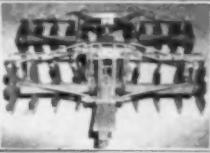
PLOW  
HARROW  
SEED  
CULTIVATE  
DISC  
MOW  
RAKE  
SAW  
SNOW-PLOW  
BULLDOZE

**HELP  
the  
FARMER**

**The Line to Push**

**Alexander**

**To meet U.S. Government's  
1951 war production goals**



Full line of pull-type harrows  
for all makes of tractors

- ➡ Proven satisfaction in 19 states
- ➡ A model for every make of tractor
- ➡ Backed by consumer advertising
- ➡ Efficient parts service
- ➡ Immediate delivery
- ➡ Competitive prices

Ask your distributor for  
specifications and prices, or write  
direct on your letterhead

**ALEXANDER**

**MANUFACTURING CO.**  
Picayune, Miss.



Full line of lift-type harrows  
for all makes of tractors

# STAR

**SERVICE**  
**SHARES**

**Fully  
Guaranteed  
AS TO QUALITY,  
FIT, AND FINISH**



Patterns are available for practically  
all plows, listers, middlebreakers in No. 1 soft  
center or No. 2 crucible steel of the highest  
quality obtainable. Send today for catalog and  
trade prices.

**STAR MANUFACTURING COMPANY**  
DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

# NO BELTS! NO CHAINS! NO PULLEYS!

**DIRECT DRIVE —**  
**NO LOST HORSEPOWER**  
No slippage or loss of power from frictional V-belts.  
Big tractor power at garden tractor economy.

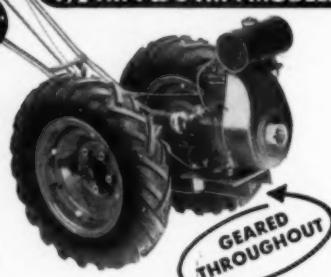
**1½ H.P. & 3 H.P. MODELS**

**LELAND  
TERRA-TILLER**

## IMPLEMENT & ACCESSORIES

7" Plow  
Cultivator  
Sickle Bar  
Snow Plow  
Spring Harrow  
Gang-type Disc  
Spray Pump and Tank  
Headlight Attachment  
Steel Sure-Grip Wheels

The Leland Terra-Tiller is the finest garden tractor that progressive merchandisers, quality materials, and modern technology can manufacture.



A FEW DEALERSHIPS OPEN.  
WRITE TODAY.

**LELAND DETROIT MFG. CO.**  
5945 Martin Ave. • Detroit 10, Michigan

## NEW AND IMPROVED HUMIDIFIER



### For Hatcheries, Egg Storage, Cold Storage Rooms, Etc.

A small table-model type, especially designed for use in hatcheries, egg storage rooms, cold storage rooms and compartments, in the home and other places where lack of proper humidity is harmful either to the personnel present or the materials being handled.

Positive output of the new unit, which is only nine inches across and five inches high, is 2½ pounds of water per hour. May be adapted for automatic control with a humidistat. Economical to operate, costing less than 3 cents per day. Easily installed, motor fully guaranteed for one year.

For additional information write the

**DAFFIN MANUFACTURING CO.**  
Lancaster, Pa.

Geared to the job, Leland "Terra-Tiller" Garden Tractor has solid pulling power, wide-angle traction, positive clutch action, and is ruggedly built for long life.

## ADVERTISER'S INDEX

Larson Co., Chas. O. .... \*  
Lavelle Huber Co. .... \*  
Leland Detroit Mfg. Co. .... 112 and 113

Russell, Burdall & Ward Bolt and Nut Co. .... 16

## S

Sandvik Saw & Tool Corp. .... 70  
Savage Arms Corp. .... 20  
Schart Mfg. Co., J. H. .... \*  
Schlueter Mfg. Co. .... 57  
Scovill Manufacturing Co. .... \*  
Shaw Mfg. Co. .... 111  
Silbaugh Mfg. Co. .... 100  
Simplicity Manufacturing Co. .... \*  
Sol-O-Lite Manufacturing Co. .... \*  
South Bend Bait Co. .... \*  
South Bend Toy Manufacturing Co. .... 64  
Southern States Iron Roofing Co. .... 9  
Standard Churn Inc. .... 71  
Stanley Works .... 21  
Stanley Tools .... 13  
Star Mfg. Co. .... 111  
Stratoflow Prod., Inc. .... 73  
Sutcliffe Company .... 63  
Swing-A-Way Manufacturing Co. .... 65

## M

McKay Company ..... \*  
McKinley Mfg. Co. .... \*  
Marshalltown Trowel Co. .... 73  
Massey-Harris Co. .... 99  
Master Lock Co. .... \*  
Millers Falls Co. .... \*  
Minneapolis-Moline ..... 109  
Miracle Adhesives Corp. .... \*  
Mossberg & Sons, Inc. .... \*  
Murray Company of Texas .... \*  
Murray Ohio Mfg. Co. .... \*  
Myers & Bros., F. E. .... \*

## N

National Housewares Mfrs. Assn. .... 60  
National Lock Co. .... 67  
National Screw & Mfg. Co. .... Second Cover  
New Britain Machine Co. .... \*  
New Holland Mach. Co. .... \*  
New Idea Division, AVOC Mfg. Corp. .... 23

Tennessee Coal, Iron & R. R. Co. .... 51  
Turpentine & Rosin Factors, Inc. .... 60

## U

Union Fork & Hoe Co. .... \*  
United States Steel Corp. .... 51  
United States Treasury .... 8  
Upson Brothers, Inc. .... 74

## O

Olin Industries, Inc. .... \*  
Oliver Corp. .... \*

V

Victor Saw Works, Inc. .... \*

## P

Papco Machine Co. .... \*  
Parish Co., Shepherd .... 76  
Patterson Sargent Co. .... \*  
Pearle-Gaulbert Paint & Varnish Co. .... \*  
Peerless Handcuff Co. .... 75  
Pennsylvania Lawn Mower Div. .... \*  
Peters Cartridge Div. .... \*  
Phoenix Mfg. Co. .... 69  
Plumb, Inc., Fayette R. .... \*  
Plymouth Cordage Co. .... \*  
Puritan Cordage Mills, Inc. .... 113

W

Warwood Tool Co. .... \*  
Werner Co., R. D. .... \*  
Western Cartridge Co. .... \*  
Western Fishing Line Co. .... 4 and 5  
Western Tool & Stamping Co. .... 71  
Wickwire Bros., Inc. .... \*  
Wickwire Spencer Steel Division of The Colorado Fuel & Iron Corp. .... 52  
Winchester Repeating Arms Co. (Ammunition) .... \*  
Winchester Repeating Arms Co. (Guns) .... \*

## R

Red Devil Tools .... 74  
Red Jacket Mfg. Co. .... 106  
Reeve Co. .... 78  
Remington Arms Co. .... 24  
Republic Steel Corp. .... 6  
Revere Copper & Brass, Inc. .... \*  
Reynolds Metals Co. .... 3  
Richards-Wilcox Mfg. Co. .... \*  
Round Associated Chain Co. .... 72  
Ruberoid Co. .... \*  
Rudiger-Lang Co. .... 47

Y

Wire Products Co. .... 67  
Wisconsin Motor Corp. .... 115  
Wissota Mfg. Co. .... \*  
Woodruff & Sons Inc., F. H. .... \*  
Wooster Brush Co. .... \*  
Wright Steel & Wire Co., C. F. .... 89  
Yale and Towne Mfg. Co. .... 18

## DEALERS WANTED

AGGRESSIVE DEALERS wanted to sell this profitable TERRA-TILLER. Hard-hitting merchandising and promotion plans are underway right now to help you cash in on the big selling season. Learn all about this money-making opportunity. Write, wire, or phone Bob Bakewell, C. Dept. 44



LELAND  
TERRA-TILLER

### IMPLEMENT & ACCESSORIES

Cultivator  
Sickle Bar  
Spring Harrow  
Gang-type Disc  
8" Moldboard Plow  
Spray Pump and Tank  
Steel Sure-Grip Wheels

### NO BELTS, NO CHAINS, NO PULLEYS

Geared to the job, TERRA-TILLER has solid pulling power, wide-angle traction, positive clutch action, and is built for long life. The Leland TERRA-TILLER is a big tractor in power, a garden tractor in economy.

**LELAND DETROIT MFG. CO.**

5945 Martin Ave. • Detroit 10, Michigan

## If You Handle Farm Equipment —

You would find our 150 page book by F. R. Jones, "Farm Equipment Service," of great value in dealing with your farm customers. Free with a 3-year subscription to Southern Hardware — either new or renewal at \$2.00.

### SOUTHERN HARDWARE

806 Peachtree St. N.E.  
Atlanta 5, Ga.



**The SOUTH'S favorite guide lines and webbing**



MAGNOLIA

Packed in individual burlap and paper wrapped tubes. Ideal for well rope. Send for free sample.



MALLISON WEBBING

Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

Write for additional literature and sales helps on complete Puritan line which includes Puritan, Regal, Kendale, Southgate and Magnolia Sash Cord.



PURITAN CORDAGE MILLS, Inc. (Manufacturers) • Louisville 6, Kentucky



# Insurance News

IMPLEMENT and HARDWARE INSURANCE CO. • OWATONNA, MINN.



## THIS YEAR ENJOY A WORRY-FREE VACATION

It's one thing to leave your home behind and head for vacation land, but it's quite another to leave your worries behind and really enjoy some rest and relaxation.

One of the most powerful of worry banishers is the knowledge that your personal property is adequately protected with properly written insurance coverage.

Will your home be just as you left it when you return? Danger to your home and personal property left there increases with your absence. There is greater danger of fire, explosion, burglary, vandalism, water damage, etc.

The best protection for these hazards is the Personal Property Floater Policy. It protects your personal property, and that of your wife, your children, your servants, and your guests against all loss or damage anywhere in the world. That means it goes right along with you on that vacation. It not only covers against loss from all familiar causes like fire, lightning, wind, explosion, earthquake, aircraft damage, burglary, vandalism, theft, etc., but it covers against losses which are not usually insurable, like flood and water damage, disappearance, spilled ink, damage by animals, and losses which often occur on vacations like ripping of garments, loss of diamonds, articles lost in water, damage to outboard motors and boats, and miscellaneous accidents.

If you don't already have a Personal Property Floater Policy, have your friendly Federated man explain its coverage more fully to you. If you don't know his name, consult the classified section of your telephone directory or write us. So that you can really enjoy that vacation, why not do it now!

When Henry Fonda was on location in Mexico a few years ago, he asked an Indian why he rode a burro and allowed his squaw to walk.

"Because," came the forthright reply, "she doesn't have a burro".

*—Practical English Scholastics*

### THE PONTIAC MASTER AUTO SERVICE, AUGUSTA, GEORGIA SAYS —



"Your fine representative Mr. John C. Jordan has for the past 10 years handled our Fire and Casualty problems.

"We feel that after these years we would like to express our pleasure and satisfaction with the substantial savings effected through your generous dividend system.

"Moreover, during all these years your services rendered through Mr. Jordan have been most efficient. Losses were handled in a most competent and courteous manner.

"May we offer at this time our best wishes for your continued success."

A woman and her little daughter were walking thru a fashionable street when they came to a portion strewn with straw, to deaden the noise of vehicles passing a certain house.

"What's that straw for, mother?" asked the child.

"The lady who lives in that house," replied her mother, "has had a little baby girl sent there."

The child thought a moment, looked at the large amount of straw, and said: "Awfully well packed, wasn't she?"

*—Capper's Weekly*

He who laughs last is the one who intended to tell the story himself a little later.

*—CIRCLE NEWS  
B. F. Goodrich Co.*

### Questions about Insurance?

### Ask Federated's QUESTION ? BOX

Q. What insurance does the golfer, hunter, etc., need?

A. Accident insurance in the event he is injured; a personal liability policy would protect him in the event he injures another person or damages property.

### SUPPORT YOUR ASSOCIATION!

Sale, exchange and want ad bulletins are sent out at intervals to association members. It's just another of the small services that add up to a whole of an advantage in association membership.

"Would you like to be successful? I boiled down all the rules and here is the million dollar recipe: Fulfill punctually and exactly every small obligation, public and private, according to its letter and spirit. In other words, simply keep your word and you will be a millionaire."

BENJAMIN FRANKLIN

### "ARE YOU FULLY COVERED?"



### Enjoy Your Vacation

with the assurance that you are covered with insurance. A Personal Property Floater covers YOUR loss in almost every way. Don't delay—call the Federated Man today.



WISCONSIN  
SERVICE CLINICS  
*Cover the Map!*



## Promoting

### Better Service FOR and FROM WISCONSIN Air-Cooled ENGINES

On January 12, 1949, the first Wisconsin Engine Service Clinic was held at Des Moines, Iowa . . . to give Wisconsin Engine distributors, dealers and their servicemen a better understanding of Wisconsin precision-built power units and to assure the most competent servicing. Since that date, over 3300 men have attended 148 of these clinics held throughout the United States and Canada under the direction of a factory-trained instructor.

Each meeting covers all phases of engine servicing . . . correct disassembly and assembly; short cuts in trouble-shooting; preventive maintenance; parts and service methods, and the answers to individual questions regarding engine construction, operation and specific servicing problems.

If YOU and your SERVICEMEN have not attended a Wisconsin Service Clinic, by all means enroll when the opportunity again presents itself. These Clinics, held under the auspices of Wisconsin Engine Distributors, have been developed to help make *your servicing job easier and your selling job more profitable*.

By providing factory-trained, expert servicing FOR Wisconsin Engines, your customers will get better service FROM these fine engines . . . and that builds and holds good will for you and the engines you sell . . . *the most valuable asset any business can have*.

To bring these clinics to Wisconsin dealers and servicemen, instructor Sherman Kuehn traveled 38,000 miles by air and 46,000 miles in a specially equipped station wagon (complete with tools, parts and demonstration engines). Service Clinic Diplomas are issued to "graduates" of these short-course service schools . . . tangible evidence that Wisconsin dealers' servicemen have had expert factory training.



**WISCONSIN MOTOR CORPORATION**

World's Largest Builders of Heavy-Duty Air-Cooled Engines

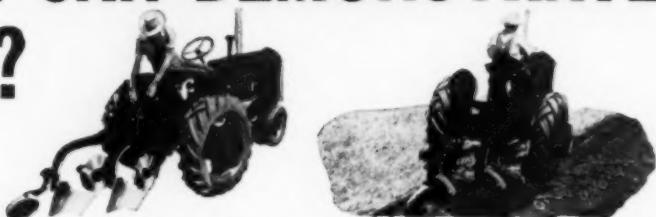
MILWAUKEE 46, WISCONSIN



# WHO ELSE CAN DEMONSTRATE ALL THIS?



Case dealers can demonstrate—and deliver—all these practical features for doing farm work faster and better, with savings of effort and expense. In the low-cost 2-plow "VA" Series, Case dealers deliver a lusty engine that produces full power at moderate piston speed, pulls full load at reduced speed. Besides the score and more of Latch-On and Masterframe implements that Case builds for "VA" Series tractors, there are loaders, sprayers, posthole diggers, etc., made by other companies. J. I. Case Co., Racine, Wis.



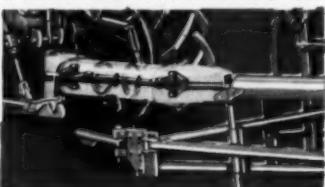
**Hook up from tractor seat.** You can, with Eagle Hitch of Case "VAC" Tractor. Just latch on, slip in one pin, and GO! Not only rear-mounted plows but a whole list of Latch-On harrows, planters, tool-bar tillers, etc.

**Plow at even depth** in uneven ground. Free-floating action lets Latch-On moldboard plows hold their depth without help or hindrance from hydraulic control. Handy turnbuckle sets suction for self-control of depth.



**Use hydraulic control for pull-type** implements and machines. Two-way valve (optional extra) provides double-action control for harrows, grain drills, combines, corn pickers, etc., fitted for ASAE standard remote ram.

**See what you are doing** when you cultivate. Look-ahead cultivators for Case "VAC" Tractor are front-mounted on Master Frame. They go where you steer, when you steer. You can work fast and clean, yet dodge stray stalks.



**Run power take-off shaft straight back** from tractor. Right-height, center-line power take-off on "VAC" Tractor means easy hook-up, less power loss, less wear on joints, less telescoping, better performance on turns.



**Haul heavy stuff without lifting.** Latch-On Utility Carrier loads like a stone-boat. Roll barrels, etc., right on it—raise with hydraulic control—go anywhere—let load down. Carries feed, fertilizer, machinery, most anything.



**Plow stony, stumpy fields** without damage or lost time. Mounted Break-Away Plow lets go when it hits obstacle—recouples automatically when you back tractor. Hydraulic control lifts plow over obstacle, and away you go.

You Can't Miss With

MIRRO-MATIC



PATENT 2399115  
OTHERS PENDING



Every MIRRO-MATIC  
has the exclusive  
*Selective Pressure Control*  
for "cooking without looking"!  
You can *hear* it, as it automatically prevents pressure from going higher than recipe requires.

**MIRRO**  
THE FINEST ALUMINUM

*Buy from your MIRRO Jobber*

ALUMINUM GOODS MANUFACTURING COMPANY  
FIFTH AVENUE BLDG., NEW YORK 15  
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

\* MANITOWOC, WISCONSIN  
MERCHANDISE MART, CHICAGO 54

# Ingersoll

the big Buy-Word in Shovels

blade edges GUARANTEED split-proof, curl-proof!



The Ingersoll  
Deep-Bowl Dairy  
Scoop is the Buy-Word  
for Dairy Barns

Ingersoll Shovels—and only Ingersoll—have blade edges guaranteed not to split or curl! That's because they're the only shovels made of TEM-CROSS Steel.

This amazingly tough tillage steel is first cross-rolled to form an interlocking mesh-grain structure, then specially heat-treated for maximum toughness. Result—blade edges absolutely guaranteed not to split or curl!

Small wonder Ingersoll is the buy-word for the best buy in shovels, spades and scoops. It will pay you to . . .

specify **Ingersoll** every time!

ENGINEERING  
**BW**  
PRODUCTION

**Ingersoll** STEEL DIVISION

Borg-Warner Corporation

Newark, California, 94558